PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.3–9,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																									
A DIFFERENT WORLD	A	22.7	.4	36	2052	1669	332	280	100	772	321	515	453	328	204	423	201	302	279	179	84	185	105	290	184
THU 8.30P 30 NBC 1	B	22.7	.4	36	2052	1669	332	280	100	772	321	515	453	328	204	423	201	302	279	179	84	185	105	290	184
213 99 CS 1	C	22.7	.4	36	2052	1669	332	280	100	772	321	515	453	328	204	423	201	302	279	179	84	185	105	290	184
ALF	A	18.3	.4	29	1654	1790	319	279	99	728	294	492	430	312	201	447	220	345	312	191	79	214	115	402	280
MON 8.00P 30 NBC 1	B	18.3	.4	29	1654	1790	319	279	99	728	294	492	430	312	201	447	220	345	312	191	79	214	115	402	280
209 99 CS 1	C	18.3	.4	29	1654	1790	319	279	99	728	294	492	430	312	201	447	220	345	312	191	79	214	115	402	280
AMEN	A	16.9	.2	30	1528	1678	323	252	71	881	230	460	435	409	371	426	121	242	234	222	152	139	85	232	152
SAT 8.30P 30 NBC 1	B	16.9	.2	30	1528	1678	323	252	71	881	230	460	435	409	371	426	121	242	234	222	152	139	85	232	152
213 99 CS 1	C	16.9	.2	30	1528	1678	323	252	71	881	230	460	435	409	371	426	121	242	234	222	152	139	85	232	152
AMERICA'S MOST WANTED	A	9.4	.1	15	850	1702	363	325	90	678	301	502	444	314	126	623	314	496	402	265	97	192	110	209	150
SUN 8.00P 30 FOX 4	B	8.5	.0	14	764	1730	377	337	90	703	325	529	448	311	130	645	304	495	411	293	114	172	91	209	145
135 88 OP 26	C~	6.9	.0	13	624	1754	361	318	105	704	321	522	427	305	146	664	319	528	438	303	106	166	82	197	116
AMER. LEAGUE CHAMP-PRE-2(S) THU 8.00P 20 ABC 218 99 SC	A	10.3	.1	18	931	1431	174	106	40^	620	113	204	223	267	357	694	167	286	291	290	344	52	15^	66	49^
AMER. LEAGUE CHAMP-GM-2(S)	A	14.9	.0	25	1347	1479	174	122	45	555	104	220	224	255	300	798	213	393	400	361	347	51	13^	75	53
THU 8.20P 194 ABC																									
218 99 SE																									
OAKLAND VS BOSTON																									
8.00 - 8.30	A	10.8	.0	19	976	1412	176	113	40^	585	97	199	211	267	339	721	173	297	311	299	364	53	13^	52	41^
8.30 - 9.00	A	12.9	.0	22	1166	1472	166	106	44	589	94	201	213	265	345	766	185	339	361	334	363	49	16^	68	49
9.00 - 9.30	A	14.7	.0	24	1329	1497	166	116	42	559	95	209	215	250	317	786	204	381	390	357	345	59	16^	93	67
9.30 - 10.00	A	15.3	.0	25	1383	1482	165	119	45	553	97	217	223	258	302	798	224	403	394	351	348	57	16^	74	55
10.00 - 10.30	A	16.0	.0	26	1446	1481	175	122	45	545	107	221	227	250	287	816	232	420	415	362	346	49	11^	71	50
10.30 - 11.00	A	16.1	.0	27	1455	1488	187	131	47	548	112	232	235	256	281	815	219	409	414	374	347	49	9^	77	53
11.00 - 11.30	A	15.6	.0	30	1410	1470	180	136	45	537	120	240	233	247	273	816	217	415	434	393	332	42	8v	75	51
11.30 - 12.00	A	16.3	.0	35	1474	1454	180	133	40	532	112	232	230	257	270	814	211	410	430	397	333	42	8v	65	44
AMER. LEAGUE CHAMP-PRE-3(S) SAT 8.00P 15 ABC 216 99 SC	A	8.5	.0	17	768	1538	149	95	55^	580	120	218	202	238	329	790	200	389	363	338	368	53^	25^	115	75
AMER. LEAGUE CHAMP-GM-3(S) SAT 8.15P 191 ABC 216 99 SE	A	12.5	.1	23	1130	1607	211	165	66	598	167	284	269	253	271	846	259	454	436	370	348	63	20^	100	74
BOSTON VS OAKLAND																									
8.00 - 8.30	A	9.7	.1	19	877	1596	175	118	59	598	129	240	231	254	315	824	215	407	377	360	378	57	21^	118	76
8.30 - 9.00	A	11.7	.1	22	1058	1611	196	148	55	582	152	264	250	237	280	844	246	434	406	357	367	68	22^	117	80
9.00 - 9.30	A	11.8	.1	21	1067	1614	216	171	63	591	164	279	264	246	267	854	234	435	423	388	374	61	22^	108	75
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
AMER. LEAGUE CHAMP-GM-3(-CONT'D																									
9.30 - 10.00	A	12.6	.0	23	1139	1646	228	180	74	625	184	303	293	259	274	846	249	443	436	370	359	63	23^	112	82
10.00 - 10.30	A	13.2	.0	24	1193	1606	222	174	74	608	184	298	282	257	264	840	264	453	445	365	341	62	20^	97	76
10.30 - 11.00	A	13.4	.1	25	1211	1622	213	171	69	612	177	294	271	259	274	867	293	491	463	369	333	58	15^	84	69
11.00 - 11.30	A	13.6	.0	27	1229	1579	205	165	61	580	157	286	270	265	253	852	289	493	468	384	311	68	21^	80	64
BEYOND TOMORROW	A	3.1	.1	5	280	1630	222	175	131^	593	205	382	391	311	148^	744	258	499	489	415	189	139^	20v	154^	68^
SAT 9.00P 60 FOX 1	B	3.1	.1	5	280	1630	222	175	131^	593	205	382	391	311	148^	744	258	499	489	415	189	139^	20v	154^	68^
126 87 DO 1	C	3.1	.1	5	280	1630	222	175	131^	593	205	382	391	311	148^	744	258	499	489	415	189	139^	20v	154^	68^
9.00 - 9.30	A	2.9	.1	5	262	1666	233	181	142^	626	223	403	408	326	148^	763	283	515	498	413	191	139^	20v	137^	67^
9.30 - 10.00	A	3.3	.1	6	298	1598	213	170	120^	563	189	364	377	299	148^	727	236	486	481	418	188	139^	20v	168	68^
BILL COSBY SHOW	A	24.2	.4	40	2188	1720	338	287	95	788	306	508	450	338	235	461	208	322	292	190	108	165	98	307	188
THU 8.00P 30 NBC 1	B	24.2	.4	40	2188	1720	338	287	95	788	306	508	450	338	235	461	208	322	292	190	108	165	98	307	188
215 99 CS 1	C	24.2	.4	40	2188	1720	338	287	95	788	306	508	450	338	235	461	208	322	292	190	108	165	98	307	188
B BUNNY:A CONN. RABBIT(S,R)	A	7.9	.0	13	714	1699	250	204	83	683	269	418	388	263	234	444	182	304	278	183	115	102	47^	471	284
WED 8.00P 30 CBS																									
198 94 EA																									
BURNING QUESTIONS?(S)	A	10.3	.0	17	931	1525	259	180	66	728	161	339	355	355	324	608	148	317	320	297	236	58	20^	131	79
MON 8.00P 60 ABC																									
210 96 N																									
8.00 - 8.30	A	9.7	.0	16	877	1503	260	185	68	728	162	337	344	347	330	584	152	301	294	276	231	59	22^	133	82
8.30 - 9.00	A	10.9	.1	19	985	1543	257	176	64	729	159	340	364	362	319	629	145	332	343	315	240	58	18^	128	77
CAVANAUGHS	A	7.9	.1	12	714	1501	325	225	78	830	190	382	374	387	395	478	115	215	246	225	215	56^	35^	137	72
MON 8.30P 30 CBS 4	B	10.3	.1	16	929	1497	315	241	84	828	246	429	404	349	343	417	127	224	221	188	164	100	63	151	91
203 92 CS 9	C	9.2	.1	15	832	1484	310	230	71	820	221	406	389	351	363	437	121	216	219	199	184	84	51	135	84
CBS FRIDAY MOVIE	A	9.5	.7	17	859	1525	237	140	50^	755	180	303	329	352	385	559	123	259	287	296	253	53^	24^	158	93
FRI 9.00P 120 CBS 4	B	9.8	.4	17	884	1581	255	181	78	770	214	385	379	362	324	498	156	269	263	230	197	70	38	242	143
216 98 FF 17	C	9.3	.2	18	841	1578	273	197	71	767	210	394	391	372	312	522	164	282	283	253	198	92	47	192	120
STREET OF DREAMS																									
9.00 - 9.30	A	9.6	.6	17	868	1616	240	141	49^	791	182	311	337	356	411	544	116	255	287	288	240	74	34^	208	116
9.30 - 10.00	A	9.1	.7	16	823	1582	244	143	52^	775	191	309	328	355	399	558	119	257	289	297	248	74	33^	175	115
10.00 - 10.30	A	9.7	.6	18	877	1490	228	138	53	746	184	308	329	350	374	568	127	260	290	299	259	41^	20^	135	77
10.30 - 11.00	A	9.4	.7	18	850	1445	241	142	48^	724	166	292	328	356	365	577	130	272	287	305	269	25^	9v	119	67
CBS MONDAY MOVIE	A	15.1	1.1	24	1365	1442	345	245	82	843	220	430	419	428	358	463	126	235	242	225	194	51	29^	85	48
MON 9.00P 120 CBS 3	B	14.3	.6	22	1290	1446	333	249	80	853	246	457	440	413	334	420	125	219	213	199	170	73	41	100	59
215 99 FF 3	C	14.3	.6	22	1290	1446	333	249	80	853	246	457	440	413	334	420	125	219	213	199	170	73	41	100	59
UNHOLY MATRIMONY																									
9.00 - 9.30	A	13.3	1.0	20	1202	1446	346	252	86	855	219	436	416	429	366	431	107	200	224	210	188	56	35^	103	53
CONT'D																									

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OCT.3-9,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
CBS MONDAY MOVIE-CONT'D																									
9.30 - 10.00	A	14.8	1.0	22	1338	1418	345	242	83	839	223	424	417	422	359	433	117	214	224	211	185	52	31^	94	52
10.00 - 10.30	A	15.9	1.2	25	1437	1453	348	245	78	838	220	431	420	429	352	481	134	253	251	233	198	51	28^	84	50
10.30 - 11.00	A	16.2	1.1	27	1464	1466	345	245	82	852	221	435	429	435	361	505	141	267	266	246	207	44	25^	65	40
CBS SUNDAY MOVIE	A	16.8	.5	26	1519	1482	345	246	54	902	198	442	454	469	393	465	131	265	273	241	165	47	27^	67	44
SUN 9.00P 120 CBS 2	B	17.0	.6	29	1534	1534	322	241	68	834	224	436	428	403	339	561	178	338	327	281	186	60	27	79	47
209 98 FF 2	C	17.0	.6	29	1534	1534	322	241	68	834	224	436	428	403	339	561	178	338	327	281	186	60	27	79	47
LIBERACE: BEHIND THE MUSIC																									
9.00 - 9.30	A	15.9	.5	24	1437	1491	340	243	45	892	175	423	447	472	399	471	113	243	261	252	185	56	33	72	48
9.30 - 10.00	A	16.8	.5	25	1519	1483	342	243	54	909	195	440	455	473	401	456	127	256	267	234	165	48	29^	70	47
10.00 - 10.30	A	17.4	.4	28	1573	1482	348	245	55	905	204	445	452	468	395	467	138	278	284	243	156	41	24^	69	43
10.30 - 11.00	A	16.9	.5	29	1528	1491	355	258	62	913	220	466	468	467	383	472	145	283	283	240	158	45	24^	59	37
CBS THURSDAY MOVIE	A	12.0	.4	20	1085	1457	328	252	89	905	250	505	504	473	318	405	111	236	240	227	136	61	32^	86	48
THU 9.00P 120 CBS 4	B	11.7	.3	19	1060	1466	319	244	76	854	239	462	440	412	332	451	129	247	242	223	175	67	38	94	58
215 99 FF 6	C	11.2	.3	19	1011	1481	299	227	71	821	224	438	424	404	322	489	141	269	269	244	185	73	36	97	61
LEAP OF FAITH																									
9.00 - 9.30	A	11.3	.4	18	1022	1491	333	257	96	903	232	494	501	482	331	435	104	247	253	255	148	54	27^	99	50
9.30 - 10.00	A	12.1	.4	19	1094	1467	330	251	94	911	256	509	507	468	319	402	110	238	245	231	132	61	31^	93	51
10.00 - 10.30	A	12.4	.4	20	1121	1446	328	252	82	908	253	511	512	478	311	388	110	229	234	215	129	64	36^	86	49
10.30 - 11.00	A	12.2	.5	21	1103	1425	323	247	85	898	260	504	496	465	312	397	118	231	231	208	137	63	35^	67	40^
CBS TUESDAY MOVIE	A	19.4	.5	31	1754	1484	300	216	74	852	221	416	409	427	366	480	134	251	245	251	194	65	38	87	48
TUE 9.00P 120 CBS 1	B	19.4	.5	31	1754	1484	300	216	74	852	221	416	409	427	366	480	134	251	245	251	194	65	38	87	48
206 98 FF 1	C	19.4	.5	31	1754	1484	300	216	74	852	221	416	409	427	366	480	134	251	245	251	194	65	38	87	48
JESSE																									
9.00 - 9.30	A	16.7	.5	26	1510	1501	297	217	80	845	220	414	408	414	364	472	130	241	240	242	197	68	38	116	65
9.30 - 10.00	A	19.3	.4	30	1745	1499	301	221	82	853	227	421	406	421	368	476	132	247	243	248	195	70	40	99	56
10.00 - 10.30	A	20.6	.4	33	1862	1492	302	214	70	859	221	419	414	434	367	488	136	259	251	258	194	68	42	77	42
10.30 - 11.00	A	20.8	.4	35	1880	1462	304	214	68	858	216	415	411	440	369	485	138	255	247	255	194	54	33	63	33
DEAR JOHN PREVIEW(S)	A	19.8	.3	31	1790	1572	329	262	89	778	307	483	444	320	235	479	222	347	319	205	95	137	76	178	112
THU 9.00P 30 NBC																									
211 99 CS																									
DUET(R)	A	2.5	.0	4	226	1434	283	271	79^	614	371	458	289	182^	139^	483	299	408	299	149^	71^	197^	85^	140^	97^
SUN 10.00P 30 FOX 4	B	3.1	.0	5	278	1480	313	285	102	665	364	507	375	236	130	510	294	416	307	171	84	164	81	142	87
121 83 CS 13	C~	3.3	.1	6	298	1561	324	288	110	658	342	496	403	241	134	538	305	446	339	185	79	153	89	176	111
EMPTY NEST	A	19.9	.4	35	1799	1628	335	256	79	873	246	468	442	401	359	458	137	269	263	238	157	125	79	171	115
SAT 9.30P 30 NBC 1	B	19.9	.4	35	1799	1628	335	256	79	873	246	468	442	401	359	458	137	269	263	238	157	125	79	171	115
210 99 CS 1	C	19.9	.4	35	1799	1628	335	256	79	873	246	468	442	401	359	458	137	269	263	238	157	125	79	171	115

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
48 HOURS	A	8.8	.1	14	796	1535	313	243	97	844	227	439	467	409	330	505	162	301	300	250	159	54^	32^	132	75
THU 8.00P 60 CBS 4	B	9.9	.1	16	895	1509	282	216	65	805	190	384	386	381	363	560	163	301	303	264	215	51	24	93	50
212 99 DN 5	C	9.1	.1	15	819	1495	280	213	64	800	187	378	386	382	359	558	160	296	302	265	217	50	23	88	47
MAKING BABIES																									
8.00 - 8.30	A	8.2	.1	13	741	1530	288	225	87	837	203	409	440	409	350	511	153	285	286	244	178	60^	42^	121	72
8.30 - 9.00	A	9.4	.1	15	850	1540	336	259	105	849	248	464	490	409	312	500	170	314	312	255	143	49^	24^	142	79
FULL HOUSE(R)	A	8.6	.1	16	777	1606	207	168	80	673	232	360	285	235	290	565	190	316	289	213	225	137	47^	232	155
FRI 8.52P 30 ABC 4	B	10.2	.1	18	918	1575	260	211	89	725	279	427	348	261	266	423	159	260	238	170	138	132	60	294	197
216 93 CS 31	C~	10.4	.1	20	940	1610	270	214	91	735	257	428	378	292	276	404	161	258	237	176	122	155	94	317	211
8.30 - 9.00	A	7.7	.2	14	696	1526	214	174	73	667	221	332	272	224	303	571	178	306	285	215	238	112	34^	176	115
9.00 - 9.30	A	8.9	.1	16	805	1637	205	166	83	677	236	370	290	239	286	564	195	321	292	213	221	145	51^	250	169
GARRY SHANDLING SHOW(R)	A	3.8	.1	6	344	1604	268	252	123^	580	330	466	349	176	100^	546	338	502	387	183	37^	252	140	226	159
SUN 9.00P 30 FOX 4	B	5.1	.0	8	461	1582	303	267	112	619	342	495	380	223	104	545	327	473	378	190	54	196	95	222	153
129 88 CS 31	C~	4.5	.1	8	407	1660	297	260	99	643	326	480	372	218	133	581	339	483	373	213	73	191	91	241	173
GOLDEN GIRLS	A	21.6	.4	37	1953	1671	325	250	75	896	241	466	433	402	385	453	136	259	249	220	162	123	78	199	127
SAT 9.00P 30 NBC 1	B	21.6	.4	37	1953	1671	325	250	75	896	241	466	433	402	385	453	136	259	249	220	162	123	78	199	127
210 99 CS 1	C	21.6	.4	37	1953	1671	325	250	75	896	241	466	433	402	385	453	136	259	249	220	162	123	78	199	127
GROWING PAINS(R)	A	11.3	.1	20	1022	1541	302	238	67	700	236	412	372	311	249	500	172	306	294	232	156	153	81	187	129
WED 8.00P 30 ABC 4	B	12.8	.1	23	1157	1559	293	240	86	701	277	448	383	286	213	421	178	283	258	174	112	176	91	261	175
184 90 CS 31	C~	14.1	.1	26	1275	1625	306	257	99	711	320	483	401	272	188	431	209	313	266	170	90	201	114	286	190
HIGH RISK	A	13.5	.1	22	1220	1613	240	184	77	750	207	386	373	346	316	572	172	323	318	286	204	111	47	180	114
TUE 8.00P 60 CBS 1	B	13.5	.1	22	1220	1613	240	184	77	750	207	386	373	346	316	572	172	323	318	286	204	111	47	180	114
209 99 PV 1	C	13.5	.1	22	1220	1613	240	184	77	750	207	386	373	346	316	572	172	323	318	286	204	111	47	180	114
8.00 - 8.30	A	13.4	.1	22	1211	1606	236	184	88	748	212	385	371	337	313	562	165	310	307	277	206	109	45	187	120
8.30 - 9.00	A	13.6	.1	21	1229	1619	244	185	67	752	202	388	375	354	319	581	178	336	330	295	202	112	48	173	109
HOGAN FAMILY	A	18.0	.3	28	1627	1750	324	284	102	733	312	504	434	312	195	415	206	311	287	173	79	239	133	363	250
MON 8.30P 30 NBC 1	B	18.0	.3	28	1627	1750	324	284	102	733	312	504	434	312	195	415	206	311	287	173	79	239	133	363	250
207 99 CS 1	C	18.0	.3	28	1627	1750	324	284	102	733	312	504	434	312	195	415	206	311	287	173	79	239	133	363	250
HUNTER(R)	A	15.4	.1	29	1392	1616	313	243	68	853	233	454	430	406	346	496	134	283	274	268	184	123	62	143	94
SAT 10.00P 60 NBC 1	B	15.4	.1	29	1392	1616	313	243	68	853	233	454	430	406	346	496	134	283	274	268	184	123	62	143	94
206 99 OP 27	C~	14.5	.2	29	1311	1634	295	219	71	798	215	415	390	384	328	541	149	282	278	276	214	134	75	166	113
10.00 - 10.30	A	15.5	.2	29	1401	1608	318	244	71	851	234	451	431	403	346	489	134	279	264	263	183	120	59	148	96
10.30 - 11.00	A	15.4	.2	30	1392	1612	306	240	65	850	230	453	426	406	345	500	134	284	281	272	183	126	65	137	90
INCREDIBLE SUNDAY	A	7.8	.1	14	705	1613	280	241	88	702	221	402	393	303	259	606	183	372	374	308	179	100	48^	205	119
SUN 7.00P 60 ABC 1	B	7.8	.1	14	705	1613	280	241	88	702	221	402	393	303	259	606	183	372	374	308	179	100	48^	205	119
200 95 PV 1	C	7.8	.1	14	705	1613	280	241	88	702	221	402	393	303	259	606	183	372	374	308	179	100	48^	205	119
7.00 - 7.30	A	7.3	.1	13	660	1643	273	234	84	732	225	408	401	314	281	596	171	358	369	309	178	105	54^	210	127
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.3-9,1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																										
INCREDIBLE SUNDAY-CONT'D 7.30 - 8.00		A	8.3	.0	15	750	1587	285	247	92	676	217	397	386	294	240	614	194	385	379	308	180	96	42^	200	113
LIVE DICK CLARK PRESENTS		A	5.8	.1	10	524	1639	268	202	85^	691	235	409	391	322	217	600	243	379	366	271	164	110	64^	238	149
SAT 8.00P 60 CBS	1	B	5.8	.1	10	524	1639	268	202	85^	691	235	409	391	322	217	600	243	379	366	271	164	110	64^	238	149
201 96 GV	1	C	5.8	.1	10	524	1639	268	202	85^	691	235	409	391	322	217	600	243	379	366	271	164	110	64^	238	149
8.00 - 8.30		A	5.7	.1	10	515	1598	270	194	80^	675	230	394	365	307	222	614	257	387	368	268	172	105	64^	205	123
8.30 - 9.00		A	5.9	.1	10	533	1678	266	209	90	707	240	423	417	337	212	587	230	371	365	274	156	114	63^	270	174
MAGICAL WORLD OF DISNEY		A	10.6	.1	17	958	1749	281	228	93	648	249	457	415	299	165	553	225	425	410	285	92	177	83	370	235
SUN 7.42P 60 NBC	1	B	10.6	.1	17	958	1749	281	228	93	648	249	457	415	299	165	553	225	425	410	285	92	177	83	370	235
211 99 GV	1	C	10.6	.1	17	958	1749	281	228	93	648	249	457	415	299	165	553	225	425	410	285	92	177	83	370	235
7.30 - 8.00		A	9.1	.1	15	823	1735	276	226	76	624	228	439	402	290	163	642	261	470	446	318	121	159	68	310	196
8.00 - 8.30		A	11.2	.1	18	1012	1728	280	226	95	648	246	451	407	300	168	525	214	411	397	275	82	182	85	373	240
8.30 - 9.00		A	11.4	.1	18	1031	1809	291	236	107	676	279	488	450	307	159	512	210	405	398	270	81	186	93	436	269
MARRIED...WITH CHILDREN(R)		A	7.4	.0	11	669	1694	332	314	107	635	352	523	416	246	89	560	307	498	414	232	50^	267	137	232	173
SUN 8.30P 30 FOX	4	B	7.7	.0	12	694	1700	357	322	112	666	356	528	424	258	108	620	332	520	428	262	74	192	98	223	151
128 87 CS	50	C~	5.4	.0	9	488	1812	338	298	111	689	362	533	417	260	122	675	379	569	456	266	79	200	92	265	169
MR. BELVEDERE(R)		A	9.0	.1	16	814	1578	208	164	89	672	224	365	307	251	280	552	203	334	299	209	204	129	50^	225	148
FRI 9.22P 30 ABC	4	B	9.5	.1	17	854	1584	258	209	94	728	268	422	351	270	273	430	161	267	248	182	137	133	62	294	197
215 93 CS	29	C~	10.3	.1	19	931	1625	268	213	94	732	248	413	365	300	281	417	159	261	233	186	130	158	96	316	215
9.00 - 9.30		A	8.7	.1	16	786	1600	211	165	90	688	227	366	302	251	300	555	185	323	289	218	219	126	49^	230	152
9.30 - 10.00		A	9.1	.1	16	823	1572	207	163	88	666	223	365	309	251	273	551	210	338	303	206	198	130	50^	224	147
MURDER, SHE WROTE(R)		A	15.6	.2	24	1410	1548	303	203	38	896	146	354	380	435	473	520	82	193	221	261	276	46	31^	85	52
SUN 8.00P 60 CBS	4	B	15.3	.2	24	1383	1559	298	196	39	882	148	340	360	419	477	553	106	211	225	256	296	45	23	80	48
214 98 SM	54	C~	18.0	.3	29	1627	1588	309	195	38	884	129	324	359	447	493	587	93	217	239	298	317	48	24	67	42
8.00 - 8.30		A	15.1	.2	24	1365	1548	288	192	40	884	147	347	365	417	470	535	87	200	231	265	280	48	32^	82	48
8.30 - 9.00		A	16.1	.2	25	1455	1548	317	212	37	907	146	361	393	451	475	507	77	187	212	258	272	45	30^	88	56
NAT'L LEAGUE CHAMP-PRE-1(S) TUE 8.00P 20 ABC 219 99 SC		A	11.8	.1	21	1067	1475	198	141	58	630	148	264	253	258	332	700	178	315	313	306	334	64	23^	82	50
NAT'L LEAGUE CHAMP-GM-1(S) TUE 8.20P 176 ABC 219 99 SE		A	16.4	.1	27	1483	1495	193	142	36	539	114	231	229	246	278	843	259	447	419	363	339	49	7v	65	42
N.Y. METS VS L.A. DODGERS																										
8.00 - 8.30		A	12.7	.1	22	1148	1487	185	126	43	584	122	235	234	256	314	759	206	350	358	325	348	61	14^	82	59
8.30 - 9.00		A	14.8	.0	24	1338	1493	191	131	34^	557	112	226	224	250	300	798	236	402	386	339	340	58	10^	80	56
9.00 - 9.30		A	16.4	.0	26	1483	1501	191	136	37	534	104	219	221	244	286	843	257	444	423	362	342	57	7v	67	43
9.30 - 10.00 CONT'D		A	16.6	.1	26	1501	1498	197	149	37	536	105	222	220	242	285	856	262	462	436	369	336	47	5v	59	35

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
NAT'L LEAGUE CHAMP-GM-1(-CONT'D																									
10.00 - 10.30	A	16.8	.0	27	1519	1505	196	149	34	534	116	235	235	241	270	861	272	463	424	368	347	45	5v	65	35
10.30 - 11.00	A	17.3	.0	28	1564	1503	196	147	33	532	119	244	241	253	259	873	272	473	434	384	343	41	5v	56	38
11.00 - 11.30	A	18.5	.0	33	1672	1494	191	141	36	537	133	250	239	247	256	856	278	473	435	371	325	42	7^	59	42
NAT'L LEAGUE CHAMP-GM-2(S) WED 10.08P 195 ABC 219 99 SE	A	12.2	.1	28	1103	1470	198	139	42^	568	132	242	234	252	290	812	269	445	413	334	320	45	11^	46	34^
N.Y. METS VS L.A. DODGERS																									
10.00 - 10.30	A	14.5	.1	24	1311	1500	214	153	47	635	156	278	272	263	318	779	225	384	382	325	344	40	9^	46	32^
10.30 - 11.00	A	15.6	.1	27	1410	1491	198	143	53	591	153	264	251	248	293	803	254	421	411	332	335	39	9^	57	43
11.00 - 11.30	A	13.2	.1	26	1193	1479	188	122	48	572	135	234	225	251	302	810	276	443	416	331	322	45	11^	52	38^
11.30 - 12.00	A	12.1	.2	28	1094	1466	189	126	36^	561	115	214	206	252	310	827	282	457	407	342	330	40^	9v	37^	28^
12.00 - 12.30	A	11.1	.1	30	1003	1445	202	140	31^	535	109	216	217	250	277	830	285	473	425	343	312	45^	13^	35^	27^
12.30 - 1.00	A	9.7	.1	31	877	1440	198	148	36^	526	116	230	224	247	264	814	283	470	424	327	295	57	18^	43^	34^
1.00 - 1.30	A	9.2	.1	33	832	1429	195	149	35^	521	124	254	243	255	237	815	288	490	436	339	276	51^	13v	42^	32^
NAT'L LEAGUE CHAMP-PRE-GM(S)	A	8.0	.2	16	723	1500	211	147	46^	676	156	250	248	273	370	645	138	243	251	247	360	66	26^	112	63^
FRI 8.00P 22 ABC 216 95 SC																									
NAT'L LEAGUE CHAMP-PRE-4(S) SUN 8.00P 16 ABC 217 99 SC	A	9.9	.1	17	895	1610	214	158	64	669	184	309	271	263	326	757	230	396	389	331	306	54	13^	131	79
NAT'L LEAGUE CHAMP-GM-4(S) SUN 8.16P 294 ABC 217 99 SE	A	15.2	.0	28	1374	1570	204	155	43	577	156	278	249	256	267	861	277	488	453	388	318	57	14^	75	50
L.A. DODGERS VS N.Y. METS																									
8.00 - 8.30	A	11.6	.0	19	1049	1589	211	155	55	628	176	288	255	246	306	824	258	442	430	352	328	42^	8v	95	62
8.30 - 9.00	A	13.7	.0	22	1238	1588	194	137	50	598	161	264	239	238	298	838	266	451	434	356	330	51	11^	101	69
9.00 - 9.30	A	16.1	.0	25	1455	1609	205	150	51	596	163	268	234	244	295	859	253	452	435	386	348	60	17^	93	62
9.30 - 10.00	A	16.7	.1	26	1510	1597	199	150	49	578	144	268	241	255	280	869	251	471	451	403	340	62	20^	88	59
10.00 - 10.30	A	16.7	.1	27	1510	1596	196	148	47	578	152	279	249	259	268	874	263	484	460	409	333	56	13^	88	61
10.30 - 11.00	A	15.9	.0	26	1437	1577	203	153	39	573	147	266	240	259	275	875	267	482	459	405	332	58	13^	71	51
11.00 - 11.30	A	16.2	.0	29	1464	1577	209	161	34	582	150	284	257	275	267	869	290	509	472	390	307	60	13^	66	44
11.30 - 12.00	A	16.1	.0	35	1455	1568	219	172	34	588	154	294	267	275	258	862	298	505	450	375	308	61	15^	58	35
12.00 - 12.30	A	15.5	.0	39	1401	1537	209	167	36	560	166	295	258	251	236	870	312	526	462	384	293	55	14^	52	33
12.30 - 1.00	A	14.1	.0	41	1275	1504	198	156	40	530	155	276	246	247	222	863	312	533	466	392	279	57	15^	54	34^
1.00 - 1.30	A	6.8	.0	25	615	1509	213	193	59^	594	209	352	287	261	217	799	271	505	454	402	244	57^	14v	59^	27^
NBC MONDAY NIGHT MOVIES CONT'D	A	17.3	1.0	27	1564	1554	354	300	80	857	277	526	494	416	270	457	168	289	292	224	128	115	61	125	65

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
NBC MONDAY NIGHT MOVIES-CONT'D																									
MON 9.00P 120 NBC 1	B	17.3	1.0	27	1564	1554	354	300	80	857	277	526	494	416	270	457	168	289	292	224	128	115	61	125	65
204 99 FF 1	C	17.3	1.0	27	1564	1554	354	300	80	857	277	526	494	416	270	457	168	289	292	224	128	115	61	125	65
THE PEOPLE ACROSS THE LAKE																									
9.00 - 9.30	A	16.9	.8	26	1528	1557	355	302	87	853	281	515	477	400	283	419	158	262	265	200	120	126	74	158	93
9.30 - 10.00	A	17.7	.9	27	1600	1562	362	309	79	866	284	533	498	415	274	448	162	280	286	223	127	117	61	131	71
10.00 - 10.30	A	17.3	1.0	27	1564	1566	362	304	80	871	282	544	516	434	262	468	171	297	303	233	128	112	58	115	53
10.30 - 11.00	A	17.1	.9	28	1546	1551	340	288	74	846	264	519	492	419	264	499	183	319	317	244	137	106	52	99	45
NBC MOVIE OF THE WEEK-FRI(S)	A	14.5	.2	26	1311	1507	330	244	84	865	236	456	449	432	336	426	109	209	235	230	164	65	37	150	90
FRI 8.00P 120 NBC																									
206 99 FF																									
THE SECRET LIFE-KATHY MCCORMICK																									
8.00 - 8.30	A	12.6	.2	23	1139	1481	305	233	80	839	230	437	434	402	334	423	110	211	233	222	162	68	40^	149	85
8.30 - 9.00	A	14.0	.1	25	1266	1492	313	230	79	853	228	443	441	428	332	421	101	199	230	231	162	67	38	151	86
9.00 - 9.30	A	15.3	.2	27	1383	1502	336	242	86	867	238	451	442	435	343	423	107	202	229	232	167	62	35	149	91
9.30 - 10.00	A	16.3	.3	28	1474	1525	355	264	90	883	244	480	471	451	331	431	116	220	245	232	162	61	35	149	94
NBC SUNDAY NIGHT MOVIE	A	15.0	.5	25	1356	1625	377	302	92	827	306	555	511	400	217	526	214	361	349	258	126	133	74	139	84
SUN 9.42P 120 NBC 1	B	15.0	.5	25	1356	1625	377	302	92	827	306	555	511	400	217	526	214	361	349	258	126	133	74	139	84
208 98 FF 1	C	15.0	.5	25	1356	1625	377	302	92	827	306	555	511	400	217	526	214	361	349	258	126	133	74	139	84
GOING TO THE CHAPEL																									
9.30 - 10.00	A	14.9	.6	23	1347	1641	361	287	94	788	302	527	483	370	205	528	210	369	363	268	120	149	78	177	109
10.00 - 10.30	A	15.2	.6	24	1374	1665	389	312	95	827	314	566	523	402	202	526	215	364	354	260	123	150	78	162	100
10.30 - 11.00	A	14.9	.6	25	1347	1629	385	309	93	840	314	572	529	409	213	530	217	367	358	261	124	130	77	128	79
11.00 - 11.30	A	15.3	.5	29	1383	1580	371	296	87	827	293	543	500	402	233	521	214	353	337	249	129	116	68	116	68
11.30 - 12.00	A	14.3	.5	31	1293	1586	366	293	93	846	298	551	505	409	243	523	209	344	322	252	142	111	68	106	60
NEWHART(R)	A	9.4	.1	15	850	1497	320	241	59	811	206	401	397	388	356	512	121	251	281	252	206	66	41^	109	55
MON 8.00P 30 CBS 4	B	10.9	.1	18	988	1488	319	249	81	816	241	430	409	353	335	461	136	256	252	216	170	80	51	132	75
206 96 CS 9	C~	9.8	.1	17	886	1472	318	246	75	812	238	421	395	348	344	477	133	255	257	227	185	70	42	123	75
NFL MONDAY NIGHT FOOTBALL	A	18.1	.1	31	1636	1509	206	163	52	499	158	288	260	237	183	844	298	535	486	396	258	79	22^	87	58
MON 9.00P 194 ABC 4	B	15.5	.1	26	1400	1496	208	166	51	492	162	287	260	229	175	835	296	520	488	393	257	78	21	90	59
223 99 SE 5	C	16.2	.1	27	1464	1517	219	176	52	504	168	296	270	235	177	849	297	533	504	406	258	78	20	86	55
DALLAS VS NEW ORLEANS																									
9.00 - 9.30	A	17.4	.1	27	1573	1542	221	167	51	553	158	294	276	264	219	779	260	477	429	358	254	87	27^	124	79
9.30 - 10.00	A	19.6	.0	30	1772	1511	208	167	50	496	155	285	258	234	182	828	290	519	479	383	255	94	29	93	62
10.00 - 10.30	A	19.8	.0	31	1790	1499	203	164	58	482	157	282	254	228	171	836	287	521	487	396	261	93	28	88	59
10.30 - 11.00	A	17.8	.1	29	1609	1513	209	167	55	495	165	294	259	234	177	849	293	535	479	403	265	86	24^	82	57
11.00 - 11.30	A	17.2	.1	32	1555	1527	200	157	53	500	155	293	264	247	181	877	315	566	511	411	262	78	20^	72	51
CONT'D																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.3-9,1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																										
NFL MONDAY NIGHT FOOTBALL-CONT'D																										
11.30 - 12.00		A	17.3	.2	38	1564	1493	201	155	50	489	161	285	257	227	178	885	325	578	520	420	256	50	10^	68	45
12.00 - 12.30		A	16.7	.2	42	1510	1477	200	162	51	472	157	280	249	216	171	896	345	592	524	419	247	40	9^	69	45
NIGHT COURT SPCL(S,R)		A	12.5	.0	21	1130	1517	254	202	71	730	189	382	384	372	289	540	167	313	322	281	175	126	60	120	81
WED 8.00P 30 NBC																										
201 97 CS																										
PERFECT STRANGERS(R)		A	7.4	.2	14	669	1483	210	160	65^	662	197	312	273	241	314	574	165	278	264	217	266	88	36^	160	106
FRI 8.22P 30 ABC	4	B	9.1	.2	17	820	1524	261	204	81	723	254	402	342	273	285	453	150	256	247	193	169	111	53	237	150
216 93 CS	32	C~	9.7	.1	20	877	1593	271	211	85	767	244	412	375	309	305	443	161	257	242	198	146	127	76	260	170
8.00 - 8.30		A	6.6	.2	13	597	1492	197	146	44^	666	168	279	252	256	352	631	162	274	256	231	326	70^	31^	125	77^
8.30 - 9.00		A	7.6	.1	14	687	1499	217	166	72	668	209	326	283	238	306	562	168	283	270	216	250	94	38^	174	116
PRESIDENTIAL PORTRAIT		A	15.4	.7	24	1392	1475	322	234	81	865	232	445	434	435	355	455	124	241	241	238	182	61	34	93	54
MON 10.03P 1 CBS	8	B	13.1	.4	20	1182	1448	329	246	78	852	242	447	435	414	340	435	126	226	219	212	178	67	38	93	55
212 99 DO	8	C	13.1	.4	20	1182	1448	329	246	78	852	242	447	435	414	340	435	126	226	219	212	178	67	38	93	55
TUE 9.47P 1																										
THU 9.54P 1																										
9.30 - 10.00		A	15.5	.4	24	1401	1488	311	231	82	874	236	452	441	438	353	450	123	243	243	244	175	68	37	95	55
10.00 - 10.30		A	15.2	1.2	23	1374	1447	344	240	79	846	225	432	421	430	361	465	126	237	237	226	195	47	28^	89	52
REPORTERS		A	3.7	.1	7	334	1623	266	193	145	737	250	426	390	360	227	671	254	412	407	329	184	83^	26v	132^	56^
SAT 8.00P 60 FOX	1	B	3.7	.1	7	334	1623	266	193	145	737	250	426	390	360	227	671	254	412	407	329	184	83^	26v	132^	56^
127 87 DN	1	C	3.7	.1	7	334	1623	266	193	145	737	250	426	390	360	227	671	254	412	407	329	184	83^	26v	132^	56^
8.00 - 8.30		A	3.7	.1	7	334	1619	270	197	146	739	261	436	386	348	228	670	276	442	414	316	163	81^	29v	128^	56^
8.30 - 9.00		A	3.7	.1	7	334	1627	263	189	144	735	240	417	395	373	226	671	232	382	399	343	205	85^	24v	136^	55^
7 WONDERS-CIRCUS WORLD(S)		A	10.9	.1	20	985	1749	225	143	66	791	193	329	330	325	411	516	106	238	258	278	240	85	33^	358	221
FRI 8.00P 60 CBS																										
216 99 GV																										
8.00 - 8.30		A	10.6	.1	20	958	1733	231	153	64	798	195	334	333	327	411	498	104	228	245	268	235	85	34^	352	212
8.30 - 9.00		A	11.2	.1	20	1012	1764	219	133	69	784	191	323	327	324	411	533	108	247	270	287	245	84	32^	363	230
SIMON & SIMON		A	7.3	.3	13	660	1687	275	209	83	817	232	406	378	376	341	661	209	368	350	318	243	54^	22^	155	88
SAT 9.00P 60 CBS	1	B	7.3	.3	13	660	1687	275	209	83	817	232	406	378	376	341	661	209	368	350	318	243	54^	22^	155	88
207 97 PD	1	C	7.3	.3	13	660	1687	275	209	83	817	232	406	378	376	341	661	209	368	350	318	243	54^	22^	155	88
9.00 - 9.30		A	6.8	.3	12	615	1696	269	205	86	815	235	410	388	379	328	664	202	357	343	323	253	58^	24^	160	92
9.30 - 10.00		A	7.9	.3	14	714	1659	278	211	80	809	226	398	364	369	348	650	212	373	353	310	230	50^	20^	149	83
60 MINUTES		A	18.1	.2	31	1636	1525	262	181	38	789	138	311	332	360	411	660	155	298	329	322	294	23^	11^	54	30
SUN 7.00P 60 CBS	1	B	18.1	.2	31	1636	1525	262	181	38	789	138	311	332	360	411	660	155	298	329	322	294	23^	11^	54	30
214 99 DN	1	C	18.1	.2	31	1636	1525	262	181	38	789	138	311	332	360	411	660	155	298	329	322	294	23^	11^	54	30
7.00 - 7.30		A	16.7	.2	29	1510	1536	256	181	36	787	138	307	324	348	416	669	160	305	334	322	294	24^	11^	57	31
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																										
60 MINUTES-CONT'D																										
7.30 - 8.00		A	19.4	.1	32	1754	1524	269	182	40	794	139	316	341	373	409	656	151	294	326	325	294	22^	12^	52	29
SONNY SPOON PREVIEW(S)		A	11.3	.3	21	1022	1531	340	275	88	812	262	502	469	422	239	454	148	277	281	242	134	97	48	169	111
FRI 10.00P 60 NBC																										
209 99 PD																										
10.00 - 10.30		A	11.5	.2	21	1040	1534	351	281	91	829	269	512	478	427	245	441	139	261	271	239	137	89	45	175	119
10.30 - 11.00		A	11.0	.3	21	994	1542	331	271	86	801	258	497	465	421	234	473	160	296	294	248	132	105	51	163	103
SPORTSBREAK-SAT		A	7.1	.2	13	642	1650	323	258	103	822	241	436	378	374	343	626	209	393	372	305	191	65^	23^	137	71^
SAT 9.58P 1 CBS	3	B	6.4	.1	12	579	1567	298	229	73	754	205	398	372	365	306	586	178	338	318	281	205	74	30	152	91
208 98 SN	3	C	6.4	.1	12	579	1567	298	229	73	754	205	398	372	365	306	586	178	338	318	281	205	74	30	152	91
SPORTSBREAK-SUN		A	17.1	.4	27	1546	1470	349	242	50	908	198	441	454	475	402	453	129	265	272	238	155	41	22^	69	40
SUN 10.07P 1 CBS	2	B	17.3	.5	28	1559	1536	330	246	62	848	221	443	430	415	352	550	172	335	322	279	180	56	25	82	48
214 99 SN	2	C	17.3	.5	28	1559	1536	330	246	62	848	221	443	430	415	352	550	172	335	322	279	180	56	25	82	48
SUMMER OLYMPICS REVIEW(S)		A	8.7	.4	14	786	1485	287	241	105	726	249	480	444	333	206	503	213	368	338	225	100	115	40^	142	80
TUE 8.00P 180 NBC																										
215 99 SE																										
8.00 - 8.30		A	9.3	.4	15	841	1527	286	242	89	756	240	460	413	347	257	461	169	307	293	225	113	108	48^	202	120
8.30 - 9.00		A	9.8	.4	15	886	1513	287	241	121	752	275	493	438	329	219	466	184	331	307	219	103	109	51^	186	116
9.00 - 9.30		A	8.3	.4	13	750	1515	303	257	122	745	279	507	472	323	201	495	217	362	335	208	96	134	47^	141	79
9.30 - 10.00		A	7.7	.4	12	696	1449	290	245	102	707	238	475	457	326	188	509	224	374	340	217	96	129	36^	104	54^
10.00 - 10.30		A	8.5	.4	14	768	1441	274	230	102	681	230	470	446	331	173	548	243	418	389	245	94	107	27^	104	51^
10.30 - 11.00		A	8.6	.5	14	777	1454	281	232	92	704	227	475	446	343	191	547	253	423	374	234	92	107	28^	96	46^
SUPER BLOOPERS & JOKES(S)		A	14.9	.1	22	1347	1713	339	277	99	749	277	515	468	357	197	544	217	389	383	271	116	160	80	261	165
SUN 8.42P 60 NBC																										
207 98 CV																										
8.30 - 9.00		A	12.6	.2	19	1139	1733	315	261	106	717	283	515	458	334	176	518	225	392	385	253	89	173	91	325	200
9.00 - 9.30		A	15.7	.1	24	1419	1707	346	283	97	755	272	516	472	366	200	546	213	384	377	275	123	162	79	245	157
9.30 - 10.00		A	16.5	.3	25	1492	1690	344	277	93	765	280	509	467	358	210	562	217	395	390	282	128	139	71	223	145
TONIGHT SHOW 26TH ANNIV.(S)		A	18.1	.5	30	1636	1507	316	251	88	769	284	467	450	330	248	561	247	402	372	251	118	88	38	89	50
THU 9.30P 90 NBC																										
207 99 GV																										
9.30 - 10.00		A	17.8	.4	28	1609	1513	330	257	90	766	293	466	443	315	245	544	242	392	366	237	112	94	43	108	64
10.00 - 10.30		A	18.3	.4	30	1654	1519	310	245	92	773	288	471	456	331	248	568	251	409	375	254	119	91	39	88	51
10.30 - 11.00		A	18.1	.4	31	1636	1496	311	252	85	772	271	468	452	347	253	572	249	406	378	263	123	80	31	72	35
TRACEY ULLMAN SHOW(R)		A	3.5	.1	5	316	1535	274	265	112^	578	360	464	323	146^	109^	516	317	456	332	163	60^	244	130^	198	125^
SUN 9.30P 30 FOX	4	B	4.2	.1	6	377	1575	294	265	113	644	361	518	392	227	108	544	337	468	353	176	62	178	94	209	131
128 88 CS	13	C~	4.3	.1	7	389	1557	300	281	111	649	341	487	376	228	132	543	329	476	351	182	55	189	96	216	138

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
20/20 SPECIAL(S,R) FRI 10.00P 60 ABC 217 99 DN	A	9.5	.1	18	859	1547	271	188	72	792	199	370	375	356	362	624	188	334	330	270	254	46^	22^	86	47^
10.00 - 10.30	A	9.6	.2	17	868	1540	268	189	75	771	202	367	366	341	349	617	191	329	318	252	254	48^	20^	104	58
10.30 - 11.00	A	9.5	.1	18	859	1539	272	185	67	804	195	370	381	367	371	624	184	336	338	286	251	44^	25^	67	35^
21 JUMP STREET(R)	A	6.1	.1	10	551	1583	283	254	88	649	328	494	401	273	115	447	252	345	245	164	78^	244	157	243	165
SUN 7.00P 60 FOX 4	B	5.7	.1	10	513	1620	345	309	99	700	354	547	409	286	122	480	261	377	280	183	77	214	120	226	141
132 88 OP 56	C~	5.4	.0	10	488	1717	354	305	88	689	334	533	417	303	122	536	297	438	321	210	74	241	132	230	148
7.00 - 7.30	A	5.6	.1	10	506	1573	265	235	90^	640	323	480	396	265	119	435	249	338	238	156	78^	244	154	254	161
7.30 - 8.00	A	6.6	.1	11	597	1591	297	270	86	656	332	505	405	279	111	458	255	350	250	170	78	243	159	234	168
227	A	14.7	.2	27	1329	1609	302	234	69	850	220	443	419	395	361	391	105	214	209	202	146	150	91	218	142
SAT 8.00P 30 NBC 1	B	14.7	.2	27	1329	1609	302	234	69	850	220	443	419	395	361	391	105	214	209	202	146	150	91	218	142
211 98 CS 1	C	14.7	.2	27	1329	1609	302	234	69	850	220	443	419	395	361	391	105	214	209	202	146	150	91	218	142
UNSOLVED MYSTRIES PREVIEW(S) WED 10.07P 60 NBC 211 99 SM	A	14.9	.1	25	1347	1554	308	252	61	812	227	473	468	413	278	586	197	368	356	312	168	86	37	70	48
10.00 - 10.30	A	13.8	.2	23	1248	1547	307	251	53	805	216	453	453	406	292	598	192	371	365	328	174	78	30^	66	46
10.30 - 11.00	A	15.4	.1	26	1392	1555	315	260	65	817	236	490	481	418	265	576	200	369	353	305	159	91	41	71	50
11.00 - 11.30	A	16.6	.0	30	1501	1546	279	218	66	803	219	452	450	404	288	585	195	351	337	295	185	84	38	73	48
WEST 57TH	A	9.0	.1	17	814	1498	283	220	81	750	210	390	369	350	311	617	197	389	388	322	179	57^	27^	75	49^
SAT 10.00P 60 CBS 1	B	9.0	.1	17	814	1498	283	220	81	750	210	390	369	350	311	617	197	389	388	322	179	57^	27^	75	49^
211 99 DN 1	C	9.0	.1	17	814	1498	283	220	81	750	210	390	369	350	311	617	197	389	388	322	179	57^	27^	75	49^
10.00 - 10.30	A	9.0	.1	17	814	1520	279	220	87	759	216	390	368	348	317	611	193	381	382	319	180	58	27^	92	58
10.30 - 11.00	A	9.0	.1	17	814	1477	286	221	75	741	203	391	370	352	305	622	201	396	395	325	179	55^	27^	58	41^
WISEGUY(R)	A	7.4	.2	13	669	1444	292	237	56^	772	217	429	394	372	300	525	178	302	292	242	181	54^	24^	93	64^
WED 10.08P 60 CBS 4	B	9.3	.2	16	836	1465	296	229	59	769	219	422	403	366	286	557	186	317	310	260	195	71	30	68	37
212 99 OP 15	C~	10.6	.2	20	958	1531	285	221	70	770	227	426	403	366	282	591	204	344	332	280	196	87	37	106	69
10.00 - 10.30	A	6.5	.2	11	588	1450	298	239	48^	756	198	404	382	366	304	533	166	311	303	270	172	46^	16v	115	79^
10.30 - 11.00	A	7.6	.2	14	687	1443	299	246	57^	778	228	451	408	379	288	516	187	305	292	230	172	59^	28^	89	63^
11.00 - 11.30	A	9.3	.2	18	841	1412	253	204	70	768	214	401	368	359	326	527	172	271	268	220	218	53^	27^	63	40^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.3-9,1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																										
ABC WORLD NEWS TONIGHT		A	9.9	.0	21	895	219	151	753	151	285	304	331	406	562	122	240	256	276	270	21	16^	14^	24	15^	21
MON-FRI 6.30P 30 ABC	5	B	9.9	.0	21	895	219	151	753	151	285	304	331	406	562	122	240	256	276	270	21	16^	14^	24	15^	21
205 94 N	5	C	9.9	.0	21	895	219	151	753	151	285	304	331	406	562	122	240	256	276	270	21	16^	14^	24	15^	21
ABC WRLD NEWS TONIGHT-SUN		A	5.4	.0	11	488	249	187	796	138	298	342	364	435	673	120	281	334	344	312	25^	30^	18v	29^	20v	22v
SUN 6.30P 30 ABC	3	B	6.2	.0	12	563	244	175	781	132	279	300	347	444	610	101	228	266	317	313	23^	17^	16^	27^	16^	29
152 81 N	49	C~	6.2	.1	13	560	230	159	733	133	275	289	339	406	618	144	289	307	316	285	33	28	29	31	26	29
CBS EVENING NEWS-RATHER		A	10.2	.1	20	924	224	147	770	124	277	298	340	437	549	100	220	220	258	294	18^	15^	15^	41	16^	22
MON-FRI 6.30P 30 CBS	15	B	10.1	.0	20	909	217	144	765	119	269	279	332	448	549	94	202	212	254	308	19	15	16	35	14	20
211 98 N	15	C	10.1	.0	20	909	217	144	765	119	269	279	332	448	549	94	202	212	254	308	19	15	16	35	14	20
CBS EVENING NEWS-SUNDAY		A	5.9	.0	12	533	215	114	742	120	222	254	276	465	616	129	239	225	248	351	18v	11v	14v	27^	23^	13v
SUN 6.00P 30 CBS	1	B	5.9	.0	12	533	215	114	742	120	222	254	276	465	616	129	239	225	248	351	18v	11v	14v	27^	23^	13v
162 83 N	1	C	5.9	.0	12	533	215	114	742	120	222	254	276	465	616	129	239	225	248	351	18v	11v	14v	27^	23^	13v
CBS SAT. NEWS-SCHIEFFER		A	6.1	.0	14	551	204	127	759	88	218	242	284	502	650	139	265	243	293	366	30^	3v	14v	19v	19v	7v
SAT 6.30P 30 CBS	3	B	7.0	.0	15	630	182	117	769	88	194	213	269	535	614	88	177	181	259	407	25	16^	19^	19^	12^	9^
162 92 N	3	C	7.0	.0	15	630	182	117	769	88	194	213	269	535	614	88	177	181	259	407	25	16^	19^	19^	12^	9^
NBC NIGHTLY NEWS		A	9.6	.0	20	864	203	146	744	127	261	279	326	425	547	121	219	237	248	274	26	24	22	23	14^	16^
MON-FRI 6.30P 30 NBC	10	B	9.6	.0	20	865	207	148	727	130	272	290	327	395	560	124	246	262	268	261	26	22	22	26	14^	16
205 97 N	10	C	9.6	.0	20	865	207	148	727	130	272	290	327	395	560	124	246	262	268	261	26	22	22	26	14^	16
NBC NIGHTLY NEWS-SAT.		A	7.4	.0	17	669	204	145	747	126	263	274	310	428	553	137	267	250	253	259	21^	8v	12v	27^	16v	5v
SAT 6.30P 30 NBC	1	B	7.4	.0	17	669	204	145	747	126	263	274	310	428	553	137	267	250	253	259	21^	8v	12v	27^	16v	5v
174 92 N	43	C~	7.3	.0	16	660	177	115	750	108	215	245	282	475	627	128	245	253	263	336	26	21	26	30	21	20

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.3-9,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																									
ABC NEWS:NIGHTLINE	A	5.2	.1	14	470	1413	246	196	203	48^	767	182	356	343	400	375	29^	546	149	318	301	337	326	22v	12v
FRI 11.30P 30 ABC 13	B	5.2	.1	14	468	1390	231	180	167	81	704	202	346	320	365	317	66	583	194	349	323	361	339	28	15^
208 97 N 208	C~	5.3	.0	16	479	1409	260	186	191	67	721	177	358	338	399	349	63	582	176	326	297	363	338	25	22
ABC NEWS:NIGHTLINE-MON.	A	3.3	.1	17	298	1319	210	188	170	76^	548	155^	329	318	330	265	110^	708	290	504	469	539	469	9v	<<
MON 1.00A 30 ABC 1	B	3.3	.1	17	298	1319	210	188	170	76^	548	155^	329	318	330	265	110^	708	290	504	469	539	469	9v	<<
215 98 N 1	C	3.3	.1	17	298	1319	210	188	170	76^	548	155^	329	318	330	265	110^	708	290	504	469	539	469	9v	<<
ABC NEWS:NIGHTLINE-TUE.(B)	A	2.9	.0	12	262	1315	195	145^	149^	60^	638	133^	262	244	311	269	54^	616	199	314	297	326	304	26v	<<
TUE 11.51P 60 ABC																									
203 97 N																									
11.30 - 12.00	A	4.1	.0	13	371	1347	200	146	145	66^	625	166	267	240	314	275	62^	685	246	384	356	391	363	19v	<<
12.00 - 12.30	A	2.9	.0	12	262	1329	199	148^	154^	59^	655	124^	255	237	305	264	54^	619	196	309	294	320	296	24v	<<
12.30 - 1.00	A	2.3	.0	11	208	1315	193^	146^	149^	58^	639	128^	283	270	330	286	50v	580	177^	282	269	299	284	35v	<<
ABC NEWS:NIGHTLINE-WED.(B)	A	2.8	.1	19	253	1325	250	196	186	75^	580	152^	305	292	332	270	72^	667	277	449	429	470	418	21v	19v
WED 1.58A 32 ABC																									
192 95 N																									
1.30 - 2.00	A	3.1	.0	19	280	1329	240	194	195	56^	576	153^	299	299	333	277	64^	670	275	446	436	485	431	23v	22v
2.00 - 2.30	A	2.7	.0	18	244	1364	258	202	191	79^	598	156^	314	300	342	277	75^	687	286	462	442	483	429	21v	20v
ABC NEWS:NIGHTLINE-THU.(B)	A	3.3	.0	14	298	1251	162	117^	108^	47^	608	123^	236	236	267	221	39v	599	147^	308	296	358	339	8v	8v
THU 12.16A 30 ABC																									
215 98 N																									
12.00 - 12.30	A	3.5	.0	14	316	1297	176	125^	119^	45^	633	125^	237	236	271	227	35v	614	139^	309	298	359	342	8v	8v
12.30 - 1.00	A	3.1	.0	14	280	1216	149^	110^	98^	48^	589	121^	237	237	265	216	42^	589	156^	309	296	360	340	8v	9v
ABC WEEKEND REPORT-SAT.	A	1.7	.1	6	154	1516	194^	155^	163^	87^	646	158^	370	370	453	412	72v	723	258^	467	443	494	445	<<	46v
SAT 12.12A 15 ABC 4	B	1.8	.1	5	163	1449	208	167	154	106	667	205	378	348	389	327	86	604	233	395	368	394	354	35^	35^
119 72 N 54	C~	2.0	.1	6	181	1416	267	219	220	79	672	188	360	358	430	375	69	514	186	320	320	385	335	22^	38^
ABC WEEKEND REPORT-SUN.	A	1.2	.0	13	108	1431	341^	302^	319^	78v	635	305^	452	393^	412^	393^	164^	623	295^	498	498	576	453	63v	<<
SUN 1.30A 15 ABC 4	B	1.7	.1	9	154	1429	315	253	245	138	738	272	455	386	455	406	82	531	210	406	385	416	384	45^	25^
150 79 N 54	C~	2.1	.0	9	190	1349	254	209	225	66	689	197	374	370	441	385	75	578	213	396	361	428	399	32^	31^
CAMPAIGN '88:VP ANALYSIS(S)	A	4.6	.0	14	416	1312	236	175	190	54^	727	181	342	326	377	342	48^	521	157	265	245	293	271	13v	11v
WED 11.38P 30 CBS																									
171 87 P																									
11.30 - 12.00	A	4.7	.0	13	425	1321	235	177	191	59^	732	188	345	327	377	341	47^	523	152	256	235	288	267	12v	12v
12.00 - 12.30	A	4.2	.0	14	380	1323	245	174	193	42^	732	167	343	333	388	356	53^	531	178	301	284	318	291	15v	6v
CBS LATE NIGHT I	A	3.1	.0	12	279	1334	261	184	175	86	730	211	361	333	398	354	69	492	177	301	287	322	277	25^	28^
MON 12.00M 65 CBS 15	B	3.1	.0	12	284	1335	271	209	201	97	739	240	411	373	435	389	73	491	179	305	285	317	277	27^	25^
158 78 FF 15	C	3.1	.0	12	284	1335	271	209	201	97	739	240	411	373	435	389	73	491	179	305	285	317	277	27^	25^
TUE 11.30P 65																									
CONT'D																									

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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.3–9,1988

PROGRAM NAME / DAY TIME DUR NET #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																										
CBS LATE NIGHT I-CONT'D																										
WED 12.08A 65																										
THU 11.30P 66																										
FRI 11.30P 63																										
11.30 - 12.00		A	3.6	.0	11	325	1343	254	178	168	88	725	219	364	341	405	354	74	489	172	300	289	320	271	28^	31^
12.00 - 12.30		A	3.0	.0	12	270	1344	272	195	185	88	734	215	369	344	407	360	71	497	183	310	295	331	284	25^	31^
12.30 - 1.00		A	2.7	.0	13	247	1327	259	180	175	80	742	200	354	314	383	354	59^	494	174	292	276	316	279	22^	22^
1.00 - 1.30		A	2.5	.0	13	223	1313	233	162	138	86^	730	187	322	285	356	320	57^	499	176	301	273	304	277	17v	21v
CBS LATE NIGHT II		A	2.1	.0	12	190	1346	290	214	183	121	704	245	389	344	394	339	86^	527	208	369	340	376	329	29^	32^
MON 1.05A 58 CBS	15	B	2.1	.0	12	193	1316	283	221	212	104	709	256	424	379	434	389	84	495	195	331	305	338	296	36^	27^
158 78 FF	15	C	2.1	.0	12	193	1316	283	221	212	104	709	256	424	379	434	389	84	495	195	331	305	338	296	36^	27^
TUE 12.35A 58																										
WED 1.13A 48																										
THU 12.36A 50																										
FRI 12.33A 46																										
12.30 - 1.00		A	2.6	.1	13	233	1343	270	190	169	109	708	224	364	327	377	327	81	511	188	352	326	359	319	32^	42^
1.00 - 1.30		A	2.1	.1	13	190	1333	292	221	187	124	698	252	397	350	399	343	85^	529	202	367	337	369	320	27^	29^
1.30 - 2.00		A	1.6	.0	12	149	1321	306	233	190	129	682	254	400	345	396	338	91^	529	246	391	357	407	352	26^	21v
2.00 - 2.30		A	1.6	.0	14	147	1236	299	220	183	136^	623	243	365	307	364	302	79^	501	249	370	348	405	348	21v	20v
CBS NEWS NIGHTWATCH-1		A	0.9	.0	8	77	1227	346	240^	282^	68v	780	168^	412	380	484	448	70v	365	120^	163^	142^	161^	146^	34v	<<
THU&SUN 2.00A 30 CBS	12	B	0.8	.0	7	72	1196	254	181^	201	75^	669	172^	360	323	389	361	79^	436	141^	218	194	239	198	18v	11v
48 52 N	12	C	0.8	.0	7	72	1196	254	181^	201	75^	669	172^	360	323	389	361	79^	436	141^	218	194	239	198	18v	11v
CBS NEWS NIGHTWATCH-1(B)		A	0.5	.0	5	45	1358	490^	326^	381^	44v	797^	245v	435^	391^	493^	493^	110v	557^	279^	374^	265^	265^	265^	<<	<<
TUE 2.00A 30 CBS																										
45 40 N																										
CBS NEWS NIGHTWATCH-2		A	0.8	.0	10	75	1193	287	187^	215^	62^	656	191^	342	323	409	373	102^	455	188^	268	238^	271	222^	36v	LT
MTTHSU 2.30A 30 CBS	15	B	0.8	.0	9	74	1182	267	194	208	83^	657	215	380	352	415	366	93^	449	171	259	234	274	221	24v	8v
64 62 N	15	C	0.8	.0	9	74	1182	267	194	208	83^	657	215	380	352	415	366	93^	449	171	259	234	274	221	24v	8v
WED 2.38A 22																										
CBS NEWS NIGHTWATCH-3		A	0.7	.0	13	67	1053	266^	174^	188^	39v	584	166^	318	312	356	330	79^	406	208^	265^	224^	241^	206^	15v	<<
MON-THU 3.00A 150 CBS	15	B	0.8	.0	13	70	1101	260	182	192	74^	648	199	367	349	393	342	62^	386	164^	227	206	241	208	13v	<<
80 74 N	15	C	0.8	.0	13	70	1101	260	182	192	74^	648	199	367	349	393	342	62^	386	164^	227	206	241	208	13v	<<
SUN 3.00A 180																										
3.00 - 3.30		A	0.8	.0	9	69	1161	258^	171^	195^	53v	622	190^	333	323	396	360	110^	464	217^	300	255^	276	221^	24v	<<
3.30 - 4.00		A	0.8	.0	12	71	1061	259^	176^	191^	43v	584	179^	337	330	388	359	82^	407	213^	260^	222^	242^	204^	21v	<<
4.00 - 4.30		A	0.8	.0	13	69	1071	269^	183^	192^	41v	601	177^	348	340	378	351	82^	403	223^	270	229^	246^	205^	16v	<<
4.30 - 5.00		A	0.7	.0	14	65	1035	282^	188^	196^	39v	579	170^	324	316	343	320	76^	395	209^	266^	222^	237^	204^	15v	<<
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OCT.3-9,1988

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LATE FRINGE CONT'D																										
CBS NEWS NIGHTWATCH-3-CONT'D																										
5.00 - 5.30		A	0.7	.0	13	60	1020	286^	180^	195^	25v	570	131^	282^	282^	306^	289^	58v	397	203^	245^	199^	218^	206^	<<	<<
5.30 - 6.00		A	0.6	.0	11	54	854^	216^	46v	89v	<<	535^	93v	176v	176v	219^	216^	<<	319^	99v	222^	222^	222^	222^	<<	<<
CBS NEWS NIGHTWATCH-3(B) MON 5.30A 30 CBS 66 58 N		A	0.6	.0	11	54	810^	316^	216^	251^	43v	498^	81v	234^	234^	269^	269^	95v	230^	173v	176v	128v	134v	88v	<<	43v
CBS NEWS NIGHTWATCH-3(B) TUE 5.30A 30 CBS 58 55 N		A	0.6	.0	11	54	884	372^	253^	207v	49v	645^	98v	324^	321^	321^	275^	50v	239^	187v	187v	136v	136v	136v	<<	<<
CBS NEWS NIGHTWATCH-3(B) WED 5.30A 30 CBS 62 56 N		A	0.5	.0	8	45	1150	387^	213v	285^	<<	703^	105v	264^	264^	336^	336^	68v	412^	215v	257^	197v	240v	231v	<<	<<
CBS NEWS NIGHTWATCH-3(B) THU 5.30A 30 CBS 62 59 N		A	0.5	.0	9	45	963^	336^	262^	262^	57v	632^	175v	385^	385^	385^	328^	121v	331^	224v	224v	103v	154v	154v	<<	<<
CBS SUNDAY NEWS		A	2.8	.0	7	253	1433	344	207	240	58^	836	230	377	355	437	401	49^	494	136^	267	267	287	244	26v	12v
SUN 11.30P 15 CBS	3	B	2.8	.1	7	250	1423	310	217	238	59^	836	196	409	387	463	429	59^	522	149	265	259	299	261	26^	7v
122 66 N	3	C	2.8	.1	7	250	1423	310	217	238	59^	836	196	409	387	463	429	59^	522	149	265	259	299	261	26^	7v
DAVID LETTERMAN I		A	3.4	.2	16	311	1279	295	254	249	72	645	239	428	407	444	403	166	549	319	441	395	423	331	38^	21^
MTTHF 12.30A 30 NBC	5	B	3.4	.2	16	311	1279	295	254	249	72	645	239	428	407	444	403	166	549	319	441	395	423	331	38^	21^
211 99 GV	5	C	3.4	.2	16	311	1279	295	254	249	72	645	239	428	407	444	403	166	549	319	441	395	423	331	38^	21^
WED 12.55A 30																										
12.30 - 1.00		A	3.5	.2	17	317	1294	293	254	251	70	645	241	429	409	446	407	171	564	326	451	406	437	341	40^	20^
1.00 - 1.30		A	3.0	.1	15	271	1225	316	260	245	86^	661	238	434	406	443	394	142^	478	288	396	342	356	281	26v	23v
DAVID LETTERMAN II		A	2.9	.1	18	264	1244	269	237	234	65^	598	236	400	383	420	385	181	553	337	448	400	430	328	41^	22^
MTTHF 1.00A 30 NBC	5	B	2.9	.1	18	264	1244	269	237	234	65^	598	236	400	383	420	385	181	553	337	448	400	430	328	41^	22^
210 99 GV	5	C	2.9	.1	18	264	1244	269	237	234	65^	598	236	400	383	420	385	181	553	337	448	400	430	328	41^	22^
WED 1.25A 30																										
1.00 - 1.30		A	3.0	.1	18	274	1258	266	237	233	67^	601	241	404	384	422	388	189	567	345	457	408	439	331	42^	22^
1.30 - 2.00		A	2.3	.1	16	208	1169	293	243	247	54v	592	202^	384	377	413	377	129^	469	291	399	351	375	318	37v	23v
FRIDAY NIGHT VIDEOS		A	2.2	.1	14	199	1237	248	216^	230^	126^	561	265	396	342	366	333	198^	475	314	431	363	364	302	93^	48v
FRI 1.30A 60 NBC	1	B	2.2	.1	14	199	1237	248	216^	230^	126^	561	265	396	342	366	333	198^	475	314	431	363	364	302	93^	48v
182 93 PC	1	C	2.2	.1	14	199	1237	248	216^	230^	126^	561	265	396	342	366	333	198^	475	314	431	363	364	302	93^	48v
1.30 - 2.00		A	2.3	.1	14	208	1277	272	239	261	124^	611	268	424	376	410	379	197^	452	298	404	341	343	271	88^	57^
2.00 - 2.30		A	2.1	.0	15	190	1194	222^	191^	197^	129^	506	262	364	304	317	284	200^	500	332	461	387	388	335	99^	38v
G MICHAELS SPORTS MACHINE		A	1.6	.0	6	145	1387	333	274^	222^	85^	637	262^	422	422	431	378	157^	497	291^	402	383	383	311^	82^	65v
SUN 11.30P 15 NBC	2	B	1.6	.0	5	140	1362	336	268	227	69^	667	181	406	406	441	389	162^	543	258	377	357	419	331	63^	34v
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PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.3-9,1988

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LATE FRINGE CONT'D																									
G MICHAELS SPORTS MACHINE-CONT'D																									
93 57 SC 54	C~	1.9	.0	6	172	1491	281	231	231	93	598	198	413	377	417	365	187	738	353	539	491	540	441	59	34^
LAROUCHE-POLITICAL(S)	A	3.3	.0	9	298	1351	299	221	221	61^	783	183	362	332	405	383	38v	485	146^	240	237	272	247	21v	10v
MON 11.30P 30 CBS																									
168 82 P																									
LATE NIGHT AT 11:30PM(S)	A	5.8	.2	20	524	1365	309	268	259	72^	680	259	431	418	460	430	143	554	271	409	386	412	330	49^	41^
THU 11.30P 60 NBC																									
210 99 GV																									
11.30 - 12.00	A	6.8	.2	20	615	1362	311	261	254	73^	687	253	428	416	461	429	131	550	261	393	371	400	320	38^	41^
12.00 - 12.30	A	4.9	.3	20	443	1343	300	270	260	68^	655	261	426	412	450	423	157	548	279	422	400	420	337	64^	39^
LATER WITH BOB COSTAS	A	1.5	.1	12	138	1155	281	237	253	41^	652	217	398	388	432	410	150	402	235	320	269	302	232	39^	16v
MTTH 1.30A 30 NBC 4	B	1.5	.1	12	138	1155	281	237	253	41^	652	217	398	388	432	410	150	402	235	320	269	302	232	39^	16v
157 88 GV 4	C	1.5	.1	12	138	1155	281	237	253	41^	652	217	398	388	432	410	150	402	235	320	269	302	232	39^	16v
WED 1.55A 30																									
1.30 - 2.00	A	1.5	.1	12	139	1159	288	246	262	32^	649	227	407	394	436	423	149	421	247	330	281	317	245	36^	15v
2.00 - 2.30	A	1.5	.0	13	136	1123	250^	199^	212^	72v	653	174^	360	358	409	356	151^	324^	186^	275^	217^	238^	176^	49v	17v
LATE SHOW-FOX	A	1.1	.0	5	102	1314	349	297	246	172	672	347	523	488	507	385	98^	510	297	427	412	425	371	45^	28^
MTTHF 11.30P 60 FOX 4	B	1.1	.0	5	102	1314	349	297	246	172	672	347	523	488	507	385	98^	510	297	427	412	425	371	45^	28^
105 76 GV 4	C	1.1	.0	5	102	1314	349	297	246	172	672	347	523	488	507	385	98^	510	297	427	412	425	371	45^	28^
11.30 - 12.00	A	1.2	.1	4	108	1349	357	308	264	178	694	348	540	500	523	404	106^	508	289	426	415	426	370	55^	28^
12.00 - 12.30	A	1.1	.0	5	97	1245	332	278	220	162	633	339	492	463	477	356	88^	500	299	417	398	413	365	33^	27^
SATURDAY NIGHT	A	8.1	.3	23	732	1447	300	256	237	129	655	284	464	430	461	399	144	564	281	462	419	433	384	71	82
SAT 11.30P 80 NBC 1	B	8.1	.3	23	732	1447	300	256	237	129	655	284	464	430	461	399	144	564	281	462	419	433	384	71	82
208 99 GV 1	C	8.1	.3	23	732	1447	300	256	237	129	655	284	464	430	461	399	144	564	281	462	419	433	384	71	82
11.30 - 12.00	A	9.1	.2	23	823	1491	317	274	257	110	684	263	476	447	476	424	128	580	260	455	413	431	387	63	79
12.00 - 12.30	A	7.8	.2	23	705	1447	296	253	231	136	647	298	469	432	460	394	152	567	295	478	437	447	397	78	80
12.30 - 1.00	A	6.9	.3	24	624	1393	278	232	211	158	625	309	443	405	442	365	165	538	306	462	411	420	366	74^	91
TONIGHT SHOW	A	4.8	.1	15	429	1339	279	218	216	69	736	189	410	386	428	392	92	510	195	332	300	328	286	31	20^
MTUF 11.30P 60 NBC 4	B	4.8	.1	15	429	1339	279	218	216	69	736	189	410	386	428	392	92	510	195	332	300	328	286	31	20^
208 99 GV 4	C	4.8	.1	15	429	1339	279	218	216	69	736	189	410	386	428	392	92	510	195	332	300	328	286	31	20^
WED 11.55P 60																									
11.30 - 12.00	A	5.5	.1	15	493	1383	294	230	227	73	751	178	426	403	449	410	92	520	196	329	300	328	284	34	24
12.00 - 12.30	A	4.4	.1	16	400	1303	266	206	205	65	724	191	394	372	412	378	92	504	192	332	299	328	289	28^	14^
12.30 - 1.00	A	3.8	.1	16	344	1243	254	205	205	69^	694	230	390	358	386	360	91^	465	203	329	293	305	264	30v	25v
VICE PRES. DEBATE ANLYSIS(S)	A	6.8	.0	19	615	1363	229	163	176	54^	754	171	360	332	397	376	77	532	167	319	303	338	293	19^	14v
WED 11.37P 18 NBC																									
206 99 P																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

OCT.3-9,1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																										
ABC WORLD NEWS-MORN-615A		A	1.4	.0	14	127	45^	200	173	531	168	323	342	302	175	574	132^	374	402	408	147	12v	31v	15v	17v	31v
MON-FRI 6.15A 15 ABC	5	B	1.4	.0	14	127	45^	200	173	531	168	323	342	302	175	574	132^	374	402	408	147	12v	31v	15v	17v	31v
142 82 N	5	C	1.4	.0	14	127	45^	200	173	531	168	323	342	302	175	574	132^	374	402	408	147	12v	31v	15v	17v	31v
ABC WORLD NEWS-MORN-645A		A	2.4	.0	17	219	52^	228	186	573	203	357	354	278	186	515	111	296	321	341	168	22^	31^	17v	19v	29^
MON-FRI 6.45A 15 ABC	5	B	2.4	.0	17	219	52^	228	186	573	203	357	354	278	186	515	111	296	321	341	168	22^	31^	17v	19v	29^
185 92 N	5	C	2.4	.0	17	219	52^	228	186	573	203	357	354	278	186	515	111	296	321	341	168	22^	31^	17v	19v	29^
CBS MORNING NEWS- 6:30AM		A	1.0	.0	10	94	49^	277	214	571	169^	324	314	286	225	459	150^	253	223	230	158^	9v	12v	14v	15v	23v
MON-FRI 6.30A 30 CBS	15	B	1.1	.0	10	95	49^	297	222	605	176	358	336	321	224	426	111^	230	227	252	152	21v	10v	23v	28^	42^
137 83 N	15	C	1.1	.0	10	95	49^	297	222	605	176	358	336	321	224	426	111^	230	227	252	152	21v	10v	23v	28^	42^
CBS THIS MORNING-1		A	2.3	.0	12	206	26^	240	190	636	137	306	310	323	284	512	119	228	208	252	254	17v	<<	24^	26^	39^
MON-FRI 7.30A 30 CBS	15	B	2.4	.0	12	218	37^	226	159	646	135	296	310	317	302	489	101	214	213	239	242	17^	6v	30^	25^	40^
204 98 N	15	C	2.4	.0	12	218	37^	226	159	646	135	296	310	317	302	489	101	214	213	239	242	17^	6v	30^	25^	40^
CBS THIS MORNING-2		A	2.3	.0	11	206	44^	182	146	697	135	306	298	330	342	433	82^	169	144	206	243	8v	<<	20v	21v	17v
MON-FRI 8.30A 30 CBS	14	B	2.3	.0	11	212	46^	161	118	699	133	283	278	320	370	440	58^	160	164	217	248	4v	4v	24^	21^	21^
205 98 N	14	C	2.3	.0	11	212	46^	161	118	699	133	283	278	320	370	440	58^	160	164	217	248	4v	4v	24^	21^	21^
GOOD MORNING, AMERICA-730		A	3.9	.0	20	349	69	258	201	683	193	377	401	344	244	436	85	218	236	241	184	22^	7v	17^	18^	22^
MON-FRI 7.30A 30 ABC	5	B	3.9	.0	20	349	69	258	201	683	193	377	401	344	244	436	85	218	236	241	184	22^	7v	17^	18^	22^
220 99 N	5	C	3.9	.0	20	349	69	258	201	683	193	377	401	344	244	436	85	218	236	241	184	22^	7v	17^	18^	22^
GOOD MORNING, AMERICA-830		A	4.0	.0	20	360	106	224	190	780	210	418	440	397	291	335	60	134	155	172	169	10v	3v	25^	20^	25^
MON-FRI 8.30A 30 ABC	5	B	4.0	.0	20	360	106	224	190	780	210	418	440	397	291	335	60	134	155	172	169	10v	3v	25^	20^	25^
218 99 N	5	C	4.0	.0	20	360	106	224	190	780	210	418	440	397	291	335	60	134	155	172	169	10v	3v	25^	20^	25^
NBC NEWS AT SUNRISE		A	1.9	.0	21	172	38^	285	212	614	91^	363	396	435	195	513	104^	275	320	321	158	26^	21v	12v	21v	19v
MON-FRI 6.00A 30 NBC	10	B	1.8	.0	21	159	59^	274	211	586	120	368	399	391	160	531	126	312	344	337	147	26^	24^	18^	25^	30^
206 98 N	10	C	1.8	.0	21	159	59^	274	211	586	120	368	399	391	160	531	126	312	344	337	147	26^	24^	18^	25^	30^
TODAY SHOW-7.30AM		A	3.9	.0	20	354	29^	243	173	695	126	329	361	374	314	440	96	221	219	227	186	14^	13^	13^	11v	12v
MON-FRI 7.30A 30 NBC	5	B	3.9	.0	20	354	29^	243	173	695	126	329	361	374	314	440	96	221	219	227	186	14^	13^	13^	11v	12v
210 99 N	5	C	3.9	.0	20	354	29^	243	173	695	126	329	361	374	314	440	96	221	219	227	186	14^	13^	13^	11v	12v
TODAY SHOW-8.30AM		A	4.1	.0	20	367	43^	203	144	760	126	291	325	372	413	385	79	164	165	180	193	3v	9v	18^	10v	10v
MON-FRI 8.30A 30 NBC	5	B	4.1	.0	20	367	43^	203	144	760	126	291	325	372	413	385	79	164	165	180	193	3v	9v	18^	10v	10v
210 99 N	5	C	4.1	.0	20	367	43^	203	144	760	126	291	325	372	413	385	79	164	165	180	193	3v	9v	18^	10v	10v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3–9, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																									
ABC SPECIAL REPORT-12:22P(S)	A	5.9	.2	20	533	82^	214	189	93	808	250	435	351	421	336	303	335	173	3v	17v	13v	17v	43^	45^	15v
MON 12.22P 29 ABC																									
216 99 N																									
12.00 - 12.30	A	5.3	.2	18	479	99	219	198	100	837	259	460	376	440	353	313	312	184	<<	26^	16v	13v	53^	48^	18v
12.30 - 1.00	A	6.1	.2	20	551	76^	213	187	91	802	248	428	345	417	332	301	344	170	4v	14v	12v	18v	40^	44^	14v
ALL MY CHILDREN	A	6.7	.8	24	608	157	238	205	156	849	372	597	462	503	354	211	247	72	12^	34	26	32	56	60	28
MTTHF 1.00P 60 ABC 4	B	6.7	.8	24	608	157	238	205	156	849	372	597	462	503	354	211	247	72	12^	34	26	32	56	60	28
222 99 DD 4	C	6.7	.8	24	608	157	238	205	156	849	372	597	462	503	354	211	247	72	12^	34	26	32	56	60	28
1.00 - 1.30	A	6.4	.8	23	579	154	238	206	154	844	367	591	457	493	348	217	252	71	12^	34	26	33	60	64	28
1.30 - 2.00	A	7.1	.9	26	642	158	236	203	156	848	375	599	464	509	357	204	241	73	12^	34	26	31	52	56	27
AMERICAN TREASURY	A	4.6	.3	16	419	115	191	143	163	884	291	448	311	371	349	376	228	95	20^	38	37	25^	59	49	35^
MWF 3.58P 1 CBS 9	B	4.5	.3	15	408	114	196	151	144	878	276	445	318	371	346	380	240	113	18^	31^	26^	31^	53	49	35
203 94 DO 9	C	4.5	.3	15	408	114	196	151	144	878	276	445	318	371	346	380	240	113	18^	31^	26^	31^	53	49	35
AMER. LEAGUE CHAMP-PRE-1(S)	A	4.7	.6	18	425	91^	177	128	85^	715	231	391	313	350	275	287	407	228	23v	8v	17v	36^	31^	55^	11v
WED 1.00P 13 ABC																									
219 99 SC																									
AMER. LEAGUE CHAMP-GM-1(S)	A	6.3	.5	23	570	32^	122	83	32^	479	88	177	150	186	199	267	663	373	18v	7v	15v	35^	11v	25^	22^
WED 1.13P 162 ABC																									
219 99 SE																									
OAKLAND VS BOSTON																									
1.00 - 1.30	A	4.7	.6	18	425	36^	159	121	52^	575	130	260	215	247	223	282	583	332	21v	6v	13v	32^	15v	39^	9v
1.30 - 2.00	A	5.4	.6	20	488	31^	145	101	53^	525	124	224	177	213	201	265	657	358	17v	8v	12v	26^	16v	34^	8v
2.00 - 2.30	A	6.1	.3	23	551	29^	144	100	37^	489	89	196	166	199	216	261	668	368	18v	7v	12v	31^	14v	31^	14v
2.30 - 3.00	A	6.0	.3	22	542	26^	115	81^	22^	459	80^	162	141	172	188	266	687	395	18v	4v	10v	37^	15v	29^	23^
3.00 - 3.30	A	7.2	.5	25	651	39^	94	59^	23^	458	76	155	136	170	188	269	668	386	14v	8v	17v	40^	6v	18v	29^
3.30 - 4.00	A	7.9	.6	26	714	29^	106	65^	21^	441	60^	128	112	157	195	267	675	377	23^	8v	23^	42^	4v	11v	35^
ANOTHER WORLD	A	4.4	.4	16	400	96	164	141	145	874	280	475	345	398	363	347	207	87	15^	28^	29^	41^	38^	53	26^
MON-FRI 2.00P 60 NBC 10	B	4.4	.4	16	398	92	161	137	136	858	268	464	349	401	353	341	236	93	13^	34^	32^	35	40	53	23^
205 98 DD 10	C	4.4	.4	16	398	92	161	137	136	858	268	464	349	401	353	341	236	93	13^	34^	32^	35	40	53	23^
2.00 - 2.30	A	4.5	.4	17	403	97	159	136	139	864	278	469	342	391	357	346	217	91	17^	24^	28^	43^	42^	58	27^
2.30 - 3.00	A	4.4	.4	16	398	94	167	146	151	881	281	480	347	402	367	346	195	82	14^	32^	31^	39^	35^	48	25^
AS THE WORLD TURNS	A	6.2	.4	23	562	114	171	136	129	925	277	446	329	386	364	421	247	118	11^	21^	18^	30^	34	47	17^
MON-FRI 2.00P 60 CBS 15	B	6.3	.4	23	565	115	165	129	127	917	268	439	321	382	364	418	248	119	11^	17^	14^	33	39	55	17^
214 99 DD 15	C	6.3	.4	23	565	115	165	129	127	917	268	439	321	382	364	418	248	119	11^	17^	14^	33	39	55	17^
2.00 - 2.30	A	6.2	.4	23	562	110	174	136	131	925	278	447	326	382	362	423	249	121	9^	19^	15^	32^	30^	47	15^
2.30 - 3.00	A	6.2	.4	23	562	117	168	135	127	925	276	446	331	390	365	419	246	114	13^	23^	21^	28^	37	46	18^
BOLD AND THE BEAUTIFUL	A	5.5	.3	20	499	103	182	146	139	918	280	436	310	368	349	424	268	120	8v	16^	17^	38	23^	50	11^
CONT'D																									

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PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HH AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																									
BOLD AND THE BEAUTIFUL-CONT'D																									
MON-FRI 1.30P 30 CBS 15	B	5.3	.2	19	482	104	172	137	127	901	264	423	304	363	345	419	270	123	10^	13^	12^	40	36	61	15^
202 93 DD 15	C	5.3	.2	19	482	104	172	137	127	901	264	423	304	363	345	419	270	123	10^	13^	12^	40	36	61	15^
CLASSIC CONCENTRATION	A	3.1	.0	15	277	69	138	101	54^	822	127	285	238	303	351	471	353	184	5v	11v	8v	36^	27^	48^	15v
MON-FRI 10.30A 30 NBC 10	B	2.9	.1	14	262	67	129	96	59	787	131	281	236	301	331	442	349	178	5v	24^	16^	36^	27^	48^	15^
147 77 QG 10	C	2.9	.1	14	262	67	129	96	59	787	131	281	236	301	331	442	349	178	5v	24^	16^	36^	27^	48^	15^
DAYS OF OUR LIVES	A	6.2	.8	22	557	94	152	130	158	827	264	448	315	364	339	330	243	107	16^	44	37	38	35	48	25^
MON-FRI 1.00P 60 NBC 10	B	6.0	.8	22	546	90	149	129	151	824	263	448	323	372	333	327	266	113	15^	40	36	34	38	49	23^
211 99 DD 10	C	6.0	.8	22	546	90	149	129	151	824	263	448	323	372	333	327	266	113	15^	40	36	34	38	49	23^
1.00 - 1.30	A	5.9	.9	22	537	88	150	129	153	823	251	434	305	353	334	341	254	112	16^	43	35	38	37	48	26^
1.30 - 2.00	A	6.4	.8	23	579	100	154	131	162	828	274	460	324	374	342	318	232	102	17^	45	39	38	33	47	23^
FAMILY FEUD	A	2.7	.0	13	240	95	189	136	119	730	211	354	243	313	356	305	370	154	12v	17v	10v	49^	46^	69^	26^
MON-FRI 10.00A 30 CBS 15	B	2.7	.0	13	245	77	155	115	102	730	192	332	235	297	349	336	374	160	13^	11^	12^	47^	47^	67	26^
167 81 QP 15	C	2.7	.0	13	245	77	155	115	102	730	192	332	235	297	349	336	374	160	13^	11^	12^	47^	47^	67	26^
GENERAL HOSPITAL	A	7.1	.5	25	642	126	211	172	168	853	344	534	410	480	339	249	231	92	21	65	54	21	36	34	24
MTTHF 3.00P 60 ABC 4	B	7.1	.5	25	642	126	211	172	168	853	344	534	410	480	339	249	231	92	21	65	54	21	36	34	24
223 99 DD 4	C	7.1	.5	25	642	126	211	172	168	853	344	534	410	480	339	249	231	92	21	65	54	21	36	34	24
3.00 - 3.30	A	7.0	.6	26	628	133	202	168	165	854	346	537	411	483	339	244	233	90	19	61	49	22	36	37	21
3.30 - 4.00	A	7.3	.5	25	655	120	219	177	170	853	342	532	408	477	338	253	229	94	22	70	59	21	35	30	26
GROWING PAINS M-F	A	2.1	.1	10	193	136	223	184	158	715	318	484	350	405	292	177	253	76^	24^	40^	29^	73^	69^	103	40^
MON-FRI 11.00A 30 ABC 5	B	2.1	.1	10	193	136	223	184	158	715	318	484	350	405	292	177	253	76^	24^	40^	29^	73^	69^	103	40^
147 73 CS 5	C	2.1	.1	10	193	136	223	184	158	715	318	484	350	405	292	177	253	76^	24^	40^	29^	73^	69^	103	40^
GUIDING LIGHT	A	5.6	.3	20	508	109	194	156	147	922	282	461	332	386	376	408	226	108	17^	37	28^	23^	47	46	24^
MON-FRI 3.00P 60 CBS 15	B	5.5	.3	20	501	112	190	152	143	917	282	458	329	380	371	408	230	112	18^	34	21^	28	45	46	26
213 99 DD 15	C	5.5	.3	20	501	112	190	152	143	917	282	458	329	380	371	408	230	112	18^	34	21^	28	45	46	26
3.00 - 3.30	A	5.6	.3	21	506	112	189	152	146	925	280	460	332	385	379	412	229	109	16^	35^	28^	22^	42	46	18^
3.30 - 4.00	A	5.6	.2	19	510	106	200	159	147	920	284	462	333	387	373	404	222	108	17^	39	28^	24^	52	45	31^
HOME	A	2.5	.1	11	224	95	208	157	92	794	245	471	388	449	412	262	244	88	9v	10v	10v	48^	27^	52^	24^
MON-FRI 11.30A 30 ABC 5	B	2.5	.1	11	224	95	208	157	92	794	245	471	388	449	412	262	244	88	9v	10v	10v	48^	27^	52^	24^
171 85 IA 5	C	2.5	.1	11	224	95	208	157	92	794	245	471	388	449	412	262	244	88	9v	10v	10v	48^	27^	52^	24^
LOVING	A	3.6	.3	14	324	145	262	215	106	830	327	519	423	469	345	266	218	76	6v	26^	11v	33^	58	74	17^
MON 12.51P 9 ABC 5	B	3.6	.3	14	324	145	262	215	106	830	327	519	423	469	345	266	218	76	6v	26^	11v	33^	58	74	17^
172 86 DD 5	C	3.6	.3	14	324	145	262	215	106	830	327	519	423	469	345	266	218	76	6v	26^	11v	33^	58	74	17^
TUE-FRI 12.30P 30																									
NEW CARD SHARKS	A	2.5	.0	12	224	93	191	147	103	712	188	343	243	294	362	318	390	210	11v	15v	8v	52^	47^	74^	25^
MON-FRI 10.30A 30 CBS 15	B	2.6	.0	12	236	78	152	120	96	733	180	320	227	274	343	365	368	202	12^	8v	11v	49^	41^	67	23^
152 72 QP 15	C	2.6	.0	12	236	78	152	120	96	733	180	320	227	274	343	365	368	202	12^	8v	11v	49^	41^	67	23^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.3–9,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HH AVG. AUD. %	HH VCR RECRD %	HH SH %	HH AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																									
NEWSBREAK-11.57	A	5.1	.1	23	465	91	158	125	108	793	197	355	249	287	341	400	375	215	10^	7v	10^	48	43	65	26^
MON-FRI 11.57A 2 CBS 14	B	5.1	.1	23	457	83	144	117	105	793	194	339	238	273	319	418	371	208	14^	11^	11^	50	46	67	28
186 88 N 14	C	5.1	.1	23	457	83	144	117	105	793	194	339	238	273	319	418	371	208	14^	11^	11^	50	46	67	28
NEWSBREAK-3.44	A	5.3	.3	19	481	111	207	163	148	933	286	464	335	392	379	412	234	116	14^	39	29^	26^	53	47	32^
MON 3.41P 1 CBS 15	B	5.2	.3	18	468	108	199	158	144	927	277	456	327	383	377	415	237	120	16^	37	22^	25^	45	42	28
205 97 N 15	C	5.2	.3	18	468	108	199	158	144	927	277	456	327	383	377	415	237	120	16^	37	22^	25^	45	42	28
TUE 3.45P 1																									
WED 3.43P 1																									
THU 3.36P 1																									
FRI 3.42P 1																									
ONE LIFE TO LIVE	A	6.8	.6	25	615	171	209	182	165	869	381	595	453	514	352	214	226	83	14^	37	29	30	45	50	25
MTTHF 2.00P 60 ABC 4	B	6.8	.6	25	615	171	209	182	165	869	381	595	453	514	352	214	226	83	14^	37	29	30	45	50	25
222 99 DD 4	C	6.8	.6	25	615	171	209	182	165	869	381	595	453	514	352	214	226	83	14^	37	29	30	45	50	25
2.00 - 2.30	A	6.8	.7	25	610	174	213	186	164	871	385	598	455	514	350	214	229	83	12^	33	25	34	46	53	27
2.30 - 3.00	A	6.9	.6	25	619	168	206	179	167	867	378	592	452	514	353	213	223	83	15^	41	33	26	44	47	23
PRICE IS RIGHT 1	A	4.5	.0	22	409	78	165	128	100	765	183	334	236	278	338	389	403	209	8v	9v	6v	43^	36^	60	19^
MON-FRI 11.00A 30 CBS 14	B	4.6	.0	22	419	76	148	119	105	752	185	322	222	256	319	395	393	199	14^	10^	12^	50	45	70	25^
213 97 AP 14	C	4.6	.0	22	419	76	148	119	105	752	185	322	222	256	319	395	393	199	14^	10^	12^	50	45	70	25^
PRICE IS RIGHT 2	A	5.8	.1	27	528	82	163	124	107	776	191	336	233	271	317	401	403	218	13^	10^	11^	47	40	65	23^
MON 11.30A 23 CBS 14	B	5.9	.0	27	529	75	147	119	102	772	189	327	230	264	302	410	398	213	14^	11^	12^	49	43	65	26
213 97 AP 14	C	5.9	.0	27	529	75	147	119	102	772	189	327	230	264	302	410	398	213	14^	11^	12^	49	43	65	26
11.30A 4																									
& 11.41A 19																									
TUE-FRI 11.30A 30																									
RYAN'S HOPE	A	2.1	.2	9	186	117	213	174	131	830	383	529	417	468	314	250	308	80^	12v	32^	27^	45^	89^	92^	42^
MON-FRI 12.00N 30 ABC 5	B	2.1	.2	9	186	117	213	174	131	830	383	529	417	468	314	250	308	80^	12v	32^	27^	45^	89^	92^	42^
149 75 DD 5	C	2.1	.2	9	186	117	213	174	131	830	383	529	417	468	314	250	308	80^	12v	32^	27^	45^	89^	92^	42^
SALE OF THE CENTURY	A	2.7	.0	13	246	49^	147	113	28^	801	107	247	224	297	340	482	412	235	9v	10v	8v	28^	23^	37^	14v
MON-FRI 10.00A 30 NBC 5	B	2.7	.0	13	246	49^	147	113	28^	801	107	247	224	297	340	482	412	235	9v	10v	8v	28^	23^	37^	14v
141 76 QG 5	C	2.7	.0	13	246	49^	147	113	28^	801	107	247	224	297	340	482	412	235	9v	10v	8v	28^	23^	37^	14v
SANTA BARBARA	A	4.1	.3	15	372	98	146	134	166	843	267	471	349	407	373	314	189	78	10v	68	52	41^	30^	46^	25^
MON-FRI 3.00P 60 NBC 10	B	4.1	.3	15	372	97	147	132	164	832	264	467	349	404	366	310	206	81	12^	66	55	38	32^	49	21^
199 97 DD 10	C	4.1	.3	15	372	97	147	132	164	832	264	467	349	404	366	310	206	81	12^	66	55	38	32^	49	21^
3.00 - 3.30	A	4.1	.2	15	367	101	149	137	160	847	267	479	358	417	380	309	186	77	12v	59	48^	42^	28^	49^	21^
3.30 - 4.00	A	4.2	.3	14	378	95	143	130	171	840	266	462	340	398	367	319	192	80	9v	78	56	40^	32^	43^	29^
SCRABBLE	A	3.6	.0	14	328	47^	134	98	81	796	146	297	223	276	333	445	367	200	17^	10v	20^	46^	22^	41^	27^
MON 12.43P 17 NBC 10	B	3.8	.1	15	339	52	127	95	70	777	150	305	241	298	324	415	382	197	15^	11^	17^	34^	28^	42	20^
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																									
SCRABBLE-CONT'D																									
166 83 QG 10	C	3.8	.1	15	339	52	127	95	70	777	150	305	241	298	324	415	382	197	15^	11^	17^	34^	28^	42	20^
TUE-FRI 12.30P 30																									
SUPER PASSWORD	A	2.7	.1	11	242	54^	133	121	67^	836	157	335	273	333	328	440	296	181	13v	9v	14v	45^	26^	49^	21^
MON 12.00N 21 NBC 10	B	2.8	.1	12	253	49^	121	105	68	803	152	314	253	312	298	431	325	183	9v	11^	14^	35^	27^	46^	15^
158 72 QG 10	C	2.8	.1	12	253	49^	121	105	68	803	152	314	253	312	298	431	325	183	9v	11^	14^	35^	27^	46^	15^
TUE-FRI 12.00N 30																									
WHEEL OF FORTUNE	A	4.0	.0	19	363	52	139	102	36^	824	126	281	248	314	347	477	344	200	6v	10v	8v	23^	26^	29^	20^
MON-FRI 11.00A 30 NBC 10	B	4.0	.0	19	366	59	137	98	54	804	137	286	240	309	330	449	343	191	5v	14^	11^	26^	33^	40	19^
211 98 QG 10	C	4.0	.0	19	366	59	137	98	54	804	137	286	240	309	330	449	343	191	5v	14^	11^	26^	33^	40	19^
WIN, LOSE OR DRAW	A	3.5	.1	16	316	83	153	129	58	807	165	353	302	360	369	396	290	136	17^	19^	20^	39^	34^	49^	25^
MON-FRI 11.30A 30 NBC 9	B	3.5	.1	16	318	82	150	121	84	812	181	369	293	354	363	381	292	134	14^	14^	16^	37^	38^	54	21^
193 92 QG 9	C	3.5	.1	16	318	82	150	121	84	812	181	369	293	354	363	381	292	134	14^	14^	16^	37^	38^	54	21^
YOUNG AND THE RESTLESS	A	7.6	.5	30	686	115	179	147	138	884	286	462	338	385	365	374	259	121	12^	17^	21^	52	33	67	17^
MON 12.48P 14 CBS 15	B	7.5	.5	29	678	118	178	152	137	889	292	466	337	388	349	372	256	122	13^	12^	15^	48	46	73	22
215 99 DD 15	C	7.5	.5	29	678	118	178	152	137	889	292	466	337	388	349	372	256	122	13^	12^	15^	48	46	73	22
12.48P 2																									
& 1.18P 12																									
TUE-FRI 12.30P 60																									
12.30 - 1.00	A	7.4	.5	31	667	115	175	143	136	868	274	451	327	371	362	374	270	127	14^	18^	21^	57	35	73	19^
1.00 - 1.30	A	7.8	.5	30	709	115	181	150	138	890	294	468	343	393	363	372	247	115	11^	17^	20^	46	30	61	16^
YOUNG AND THE RESTLESS(B)	A	4.5	.2	16	407	121	148	130	133	909	309	454	322	376	333	402	272	138	10v	6v	12v	36^	35^	51^	20v
MON 12.30P 46 CBS																									
215 99 DD																									
12.30P 18																									
& 12.50P 28																									
12.30 - 1.00	A	4.1	.3	15	371	117^	137	121^	131	875	284	445	314	364	344	381	255	131	9v	3v	9v	40^	42^	60^	23v
1.00 - 1.30	A	5.3	.3	18	479	121	157	135	132	919	328	449	322	378	309	413	284	141	11v	10v	16v	30^	24^	39^	15v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																										
ADV. RAGGEDY ANN & ANDY		A	2.8	.1	18	253	1379	49^	314	229	59^	233	131^	87^	44v	96^	35v	700	361	339	273	427	231	196	299	128^
SAT 8.00A 30 CBS	4	B	2.5	.0	16	226	1307	80	277	213	57	210	135	87	49^	97	38^	684	351	333	279	406	214	192	249	157
203 96 CA	4	C	2.5	.0	16	226	1307	80	277	213	57	210	135	87	49^	97	38^	684	351	333	279	406	214	192	249	157
ALF-SAT MORN I		A	5.3	.1	19	479	1429	148	385	305	64^	242	203	81^	122	140	63^	599	333	266	276	323	192	131	174	149
SAT 10.00A 30 NBC	4	B	5.0	.1	19	454	1409	112	372	279	67	258	170	74	96	112	58	609	323	287	275	335	178	157	193	141
209 99 CA	5	C	5.0	.1	19	448	1392	110	363	278	67	248	167	79	88	110	57	614	328	286	267	347	182	164	199	148
ALF-SAT MORN II		A	5.6	.1	19	506	1417	149	357	272	75^	251	214	94	120	145	69^	595	334	261	282	313	171	142	178	135
SAT 10.30A 30 NBC	4	B	5.3	.0	19	475	1422	121	375	282	80	274	179	93	86	121	58	595	314	280	272	323	161	162	180	143
209 99 CA	5	C	5.3	.0	19	476	1410	117	365	281	81	258	182	98	84	123	59	604	322	283	266	338	170	168	187	151
ALVIN AND THE CHIPMUNKS		A	6.4	.0	22	579	1420	150	361	289	62^	166	221	100	122	151	70^	672	347	325	304	368	168	200	199	169
SAT 11.00A 30 NBC	4	B	5.7	.1	20	515	1421	144	357	279	61	201	213	93	120	142	71	651	324	327	286	365	165	200	197	168
208 99 CA	5	C	5.9	.1	21	532	1417	137	345	276	62	192	211	91	120	143	68	669	336	333	286	383	177	206	205	178
BEANY AND CECIL		A	2.1	.0	13	190	1309	57v	279	189^	85^	286	92^	53v	39v	40v	52v	652	402	250	293	359	179^	180^	207^	152^
SAT 8.00A 30 ABC	4	B	2.0	.0	13	181	1364	71	331	255	49^	234	89	62^	26^	60^	28^	710	391	319	345	366	185	181	192	174
210 98 CA	5	C	2.0	.0	13	179	1367	69^	308	236	43^	228	95^	63^	33^	72^	24v	735	397	339	338	397	189	209	205	193
BUGS BUNNY/TWEETY SHOW I(B)		A	4.3	.0	16	389	1460	119^	374	300	100^	312	202	132	70^	126	75^	572	318	254	254	318	182	136	162	156
SAT 11.00A 30 ABC																										
160 72 CA																										
BUGS BUNNY/TWEETY SHOW II(B)		A	5.7	.1	20	515	1499	136	427	328	92	343	163	93	71^	91	73^	565	303	262	263	302	161	141	157	145
SAT 11.30A 30 ABC																										
158 70 CA																										
CBS STORYBREAK(R)		A	2.8	.0	9	253	1389	155^	413	308	65^	189	185	84^	101^	92^	93^	601	286	315	264	337	177^	159^	148^	189
SAT 12.30P 30 CBS	4	B	2.8	.0	9	249	1487	121	400	277	83	257	206	109	96	117	89	625	328	297	267	357	192	165	170	188
140 67 CL	4	C	2.8	.0	9	249	1487	121	400	277	83	257	206	109	96	117	89	625	328	297	267	357	192	165	170	188
HUGH PINE																										
FLIP		A	2.6	.0	9	235	1309	93^	347	247	84^	211	232	130^	102^	166^	66^	519	292	227	227	292	171^	121^	123^	169^
SAT 11.30A 30 CBS	4	B	3.0	.0	10	273	1432	118	349	266	95	283	232	106	126	153	79	568	258	310	243	325	155	170	146	179
183 90 CL	4	C	3.0	.0	10	273	1432	118	349	266	95	283	232	106	126	153	79	568	258	310	243	325	155	170	146	179
GARFIELD AND FRIENDS		A	6.1	.1	21	551	1381	99	332	257	48^	159	168	91	78^	116	52^	722	349	373	303	419	226	193	243	176
SAT 10.30A 30 CBS	4	B	6.4	.1	22	576	1444	111	303	246	54	177	183	89	94	123	60	781	376	405	330	451	229	222	253	198
209 98 CA	4	C	6.4	.1	22	576	1444	111	303	246	54	177	183	89	94	123	60	781	376	405	330	451	229	222	253	198
GUMMI BEARS		A	4.3	.1	21	389	1280	87^	275	204	31^	193	147	57^	89^	91^	55^	666	388	277	268	398	241	157	217	180
SAT 8.30A 30 NBC	4	B	3.8	.0	20	344	1290	71	301	218	42	200	155	87	67	100	54	634	321	313	253	382	189	193	215	166
207 96 CA	5	C	3.8	.0	20	342	1267	68	282	206	44^	201	149	84	65	96	52^	636	333	303	249	387	198	189	213	174
HEY, VERN, IT'S ERNEST		A	4.0	.2	14	362	1379	83^	378	269	47^	236	145	92^	53^	117^	28v	620	309	311	275	345	201	144	183	161
SAT 11.00A 30 CBS	4	B	4.4	.1	15	396	1463	114	356	280	64	252	175	86	90	123	52	679	342	337	295	384	212	172	197	186
198 95 CL	4	C	4.4	.1	15	396	1463	114	356	280	64	252	175	86	90	123	52	679	342	337	295	384	212	172	197	186

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																										
KISSYFUR		A	2.8	.0	18	253	1189	29v	216	144^	54^	250	98^	74^	24v	70^	28v	625	431	194	228	397	294	103^	189	208
SAT 8.00A 30 NBC	4	B	2.7	.0	18	242	1285	53	263	189	47^	264	135	96	39^	93	43^	622	357	265	207	416	234	181	226	190
205 96 CA	5	C	2.7	.0	18	242	1267	54^	257	187	49^	257	133	89	44^	90	43^	619	356	263	212	408	227	181	210	198
MIGHTY MOUSE		A	3.1	.1	10	280	1360	130^	366	258	50^	187	206	108^	97^	140^	65^	601	334	267	255	346	207	140^	164^	182
SAT 12.00N 30 CBS	4	B	3.3	.1	11	294	1453	131	389	291	87	265	184	96	88	120	64	616	332	283	278	338	184	154	167	171
167 81 CA	4	C	3.3	.1	11	294	1453	131	389	291	87	265	184	96	88	120	64	616	332	283	278	338	184	154	167	171
MISADVENTURES-ED GRIMLEY		A	4.7	.1	16	425	1438	124	338	251	74^	178	214	93^	121	145	69^	708	314	394	335	373	146	227	226	147
SAT 11.30A 30 NBC	4	B	4.0	.0	14	359	1408	124	356	258	63	227	190	86	104	126	64	634	296	338	294	340	144	196	197	143
200 95 CL	5	C	4.2	.1	14	378	1415	124	358	266	68	223	192	89	103	130	62	642	306	335	295	346	146	200	194	152
MUPPET BABIES I		A	4.0	.0	16	362	1393	71^	242	162	46^	167	122^	70^	51^	89^	33^	863	451	412	360	503	276	227	286	218
SAT 9.00A 30 CBS	4	B	4.1	.0	16	366	1356	64	229	169	32	151	122	81	41	97	25^	854	445	408	341	513	280	233	285	228
213 99 CA	4	C	4.1	.0	16	366	1356	64	229	169	32	151	122	81	41	97	25^	854	445	408	341	513	280	233	285	228
MUPPET BABIES II		A	5.0	.1	18	452	1417	85^	299	226	24v	136	108	49^	59^	78^	30^	874	450	425	384	490	267	223	284	206
SAT 9.30A 30 CBS	4	B	5.0	.0	19	450	1403	72	287	223	28	143	114	60	54	82	32	859	418	441	373	486	244	243	275	211
213 99 CA	4	C	5.0	.0	19	450	1403	72	287	223	28	143	114	60	54	82	32	859	418	441	373	486	244	243	275	211
PEE WEE'S PLAYHOUSE		A	5.8	.1	20	524	1393	98	316	246	34^	148	121	59^	62^	85^	37^	808	409	399	374	434	233	201	263	171
SAT 10.00A 30 CBS	4	B	6.0	.1	21	538	1452	101	315	258	35	166	131	61	70	87	44	840	399	441	384	456	225	231	263	193
215 99 CL	4	C	6.0	.1	21	538	1452	101	315	258	35	166	131	61	70	87	44	840	399	441	384	456	225	231	263	193
PUP NAMED SCOOBY DOO		A	4.0	.1	14	362	1511	92^	343	265	60^	202	203	117^	87^	124^	80^	763	460	303	336	427	239	189	230	198
SAT 10.30A 30 ABC	4	B	5.2	.1	18	466	1475	116	327	263	63	203	204	109	95	132	72	740	444	296	306	435	250	185	238	196
185 83 CA	5	C	5.4	.1	19	485	1479	123	323	259	61	193	199	104	95	130	69	764	456	308	311	453	261	193	242	211
SLIMER & REAL GHOSTS. I		A	4.7	.0	17	425	1406	81^	301	249	61^	243	173	105^	67^	102^	71^	689	391	298	330	360	193	167	218	142
SAT 9.30A 30 ABC	3	B	4.9	.1	19	443	1409	91	281	240	59	209	179	111	67	123	56	740	431	310	322	418	222	196	238	180
206 92 CA	4	C	5.2	.1	20	466	1425	92	274	228	51	192	172	107	65	122	50	786	454	332	340	447	236	211	243	204
SLIMER & REAL GHOSTS. II(B)		A	5.1	.1	20	461	1388	101	343	291	62^	243	179	101^	79^	103	76^	623	351	272	297	326	177	150	196	131
SAT 10.00A 30 ABC																										
194 83 CA																										
SMURFS I		A	5.2	.1	21	470	1296	124	364	297	46^	209	145	69^	76^	75^	70^	578	329	248	267	311	178	132	159	152
SAT 9.00A 30 NBC	4	B	4.6	.1	20	411	1329	95	361	280	58	211	150	84	66	86	64	608	320	288	278	330	169	161	191	138
209 99 CA	5	C	4.5	.1	20	405	1317	94	350	273	57	205	146	83	63	85	60	617	327	290	275	341	175	166	201	141
SMURFS II		A	5.9	.1	22	533	1391	142	373	318	45^	217	178	84^	93	115	63^	623	316	308	265	358	180	178	185	173
SAT 9.30A 30 NBC	4	B	5.4	.1	22	486	1371	119	377	297	55	230	161	84	77	100	62	603	319	284	264	339	175	164	190	149
210 99 CA	5	C	5.3	.1	22	481	1359	116	366	295	53	222	155	81	74	98	57	616	328	288	264	352	180	172	201	151
SUPERMAN		A	3.8	.1	18	344	1470	56^	284	206	53^	207	138	107^	32v	104^	34^	839	471	368	310	529	296	233	300	229
SAT 8.30A 30 CBS	4	B	3.6	.1	17	321	1372	72	260	195	52	200	145	104	41	103	42	768	444	324	295	473	291	182	264	209
208 97 CA	4	C	3.6	.1	17	321	1372	72	260	195	52	200	145	104	41	103	42	768	444	324	295	473	291	182	264	209
2 HIP FOR TV I		A	2.5	.0	8	226	1442	91^	352	216	121^	257	237	111^	126^	167^	70^	597	264	333	293	303	97^	207	191^	113^
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT.3–9,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																									
2 HIP FOR TV I-CONT'D																									
SAT 12.00N 30 NBC 2	B	2.3	.0	7	203	1423	94^	372	236	104^	272	231	104^	126	149	82^	548	226	323	232	317	100^	216	200	116
147 74 CL 3	C	2.2	.0	7	199	1387	101	362	235	96	264	235	117	118	146	89	525	249	277	241	284	105	179	179	105
2 HIP FOR TV II	A	1.8	.0	6	163	1374	110^	374	224^	178^	363	205^	92^	113^	117^	88^	433	198^	235^	244^	189^	44v	145^	86^	102^
SAT 12.30P 30 NBC 2	B	1.7	.0	5	154	1393	94^	397	248	161	363	208	108^	100^	110^	98^	425	173	251	175	250	76^	174	134^	116^
146 74 CL 3	C	1.6	.0	5	148	1397	107	400	267	146	345	226	129	97^	120	106	425	187	239	185	240	83^	157	124	116
WINNIE THE POOH I	A	3.7	.1	18	334	1320	49^	306	223	73^	239	100^	74^	26v	55^	45^	676	385	290	290	386	184	202	226	160
SAT 8.30A 30 ABC 4	B	3.8	.1	18	339	1390	75	333	263	42	193	126	69	57	90	35	739	394	345	344	395	188	207	216	179
212 98 CA 5	C	3.8	.1	19	342	1399	82	322	254	36^	189	120	66	55	88	32^	768	408	360	348	420	200	219	226	194
WINNIE THE POOH II	A	4.9	.1	20	443	1393	55^	322	240	76^	269	105^	72^	33^	61^	44^	696	394	302	327	370	192	178	234	136
SAT 9.00A 30 ABC 4	B	5.2	.1	21	472	1427	78	318	262	43	202	129	68	62	93	36	778	412	366	353	425	211	215	244	181
212 98 CA 5	C	5.3	.1	22	476	1444	83	313	257	41	201	125	68	57	91	34^	806	424	382	369	437	212	225	243	194

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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OCT.3-9,1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																										
ABC COLLEGE FTBALL GAME		A	5.8	.1	16	524	1396	140	494	220	468	182	746	64^	228	383	724	362	418	320	376	323	306	64^	44^	91
SAT 4.10P 150 ABC	4	B	5.2	.0	14	470	1362	152	447	203	431	200	755	85	238	398	726	369	424	313	367	331	303	71	51	89
214 99 SE	5	C	5.2	.0	15	474	1371	148	446	199	431	198	762	83	235	398	735	371	429	316	374	341	306	73	53	90
WASH V ARZNA ST/OHIO ST V INDNA																										
4.00 - 4.30		A	7.3	.1	21	660	1493	163	534	247	508	215	782	90	260	415	747	379	438	325	384	334	308	76	60^	100
4.30 - 5.00		A	5.8	.1	17	524	1418	127	500	224	473	182	759	71^	242	393	731	365	423	321	380	328	307	72^	51^	87^
5.00 - 5.30		A	5.9	.1	17	533	1355	148	484	218	460	177	729	56^	218	373	717	361	419	318	375	317	298	61^	38^	81^
5.30 - 6.00		A	5.4	.1	15	488	1352	147	496	221	473	183	693	44^	205	351	674	332	386	307	361	303	288	57^	32^	105
6.00 - 6.30		A	5.5	.0	14	497	1343	117	449	193	423	162	749	57^	216	377	732	360	415	321	375	323	317	56^	40^	88^
6.30 - 7.00		A	5.1	.1	12	461	1357	132	489	198	452	158	742	71^	204	382	725	364	415	310	361	326	309	54^	37^	72^
ABC COLLEGE FOOTBALL-POST		A	4.9	.1	12	443	1345	135	508	208	465	152	733	65^	199	374	720	362	408	309	355	332	312	59^	36^	46^
SAT 6.40P 20 ABC	2	B	5.0	.1	12	449	1351	141	500	196	468	159	730	78	220	384	712	366	405	306	345	321	308	59	41^	61
213 99 SC	3	C	5.0	.1	12	453	1359	135	502	195	473	167	731	77	211	380	713	362	409	303	350	335	304	55	40	72
AMER. LEAGUE CHAMP-PRE-4(S)		A	4.5	.0	11	407	1426	169	596	241	573	224	687	79^	183	306	666	285	356	227	298	278	310	54^	30^	88^
SUN 2.30P 24 ABC																										
217 99 SC																										
AMER. LEAGUE CHAMP-GM-4(S)		A	9.4	.1	22	850	1518	184	594	235	580	226	804	86	224	404	779	379	432	318	371	343	347	50^	28^	69
SUN 2.54P 186 ABC																										
218 99 SE																										
BOSTON VS OAKLAND																										
2.30 - 3.00		A	5.0	.0	12	452	1460	172	603	228	591	217	714	74^	179	314	687	287	352	240	305	292	335	60^	39^	82^
3.00 - 3.30		A	6.4	.0	15	579	1508	177	602	225	593	224	757	80^	200	350	730	323	374	270	321	306	356	62^	32^	88
3.30 - 4.00		A	7.2	.0	17	651	1571	175	641	243	633	245	784	82	197	371	759	345	389	289	332	334	370	66^	35^	79
4.00 - 4.30		A	8.3	.0	19	750	1523	167	611	216	594	208	811	82	196	380	788	357	398	298	340	352	390	43^	22^	58^
4.30 - 5.00		A	10.4	.0	24	940	1532	181	603	229	584	211	826	96	231	417	801	392	442	321	371	345	359	40^	21^	64
5.00 - 5.30		A	11.4	.0	26	1031	1518	199	598	247	583	232	815	90	241	430	793	408	464	340	396	349	329	39^	21^	66
5.30 - 6.00		A	13.3	.0	29	1202	1516	200	556	247	545	239	831	84	256	445	805	419	485	361	428	366	319	59	40	71
CBS COLLEGE FOOTBALL PRE		A	2.8	.0	8	253	1427	163^	523	329	479	265	495	18v	95^	264	493	261	281	245	265	255	212	136^	84^	273
SAT 2.30P 9 CBS	4	B	3.0	.0	9	273	1398	165	465	281	440	235	590	74	190	372	560	342	380	298	335	280	180	141	87	202
207 97 SC	4	C	3.0	.0	9	273	1398	165	465	281	440	235	590	74	190	372	560	342	380	298	335	280	180	141	87	202
CBS COLLEGE FOOTBALL GAME		A	4.5	.0	13	407	1342	161	468	209	449	199	703	62^	192	387	677	361	402	325	366	350	276	83^	50^	88^
SAT 2.39P 205 CBS	4	B	4.1	.1	12	371	1344	165	431	208	414	199	728	66	225	414	700	386	436	348	398	345	264	92	66	93
215 99 SE	4	C	4.1	.1	12	371	1344	165	431	208	414	199	728	66	225	414	700	386	436	348	398	345	264	92	66	93
OKLAHOMA VS TEXAS																										
2.30 - 3.00		A	2.9	.0	8	262	1407	162^	509	293	475	257	588	30v	112^	306	585	303	327	275	300	296	258	127^	83^	182
3.00 - 3.30		A	3.5	.0	10	316	1399	153	506	263	483	245	684	78^	189	364	666	345	377	286	318	316	289	88^	50^	121^
3.30 - 4.00		A	3.9	.0	11	353	1297	147	454	207	437	196	683	68^	183	348	660	325	359	280	314	328	300	81^	48^	79^
CONT'D																										

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OCT. 3–9, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																									
CBS COLLEGE FOOTBALL GAME-CONT'D																									
4.00 - 4.30	A	4.8	.0	14	434	1350	141	440	176	422	182	702	70^	197	399	672	369	402	328	362	358	269	116	65^	92^
4.30 - 5.00	A	4.8	.0	14	434	1381	186	494	226	471	207	697	57^	190	387	674	364	412	330	379	365	262	94^	60^	96^
5.00 - 5.30	A	5.3	.0	15	479	1340	168	469	196	452	191	735	58^	196	404	706	375	426	346	397	374	281	70^	48^	66^
5.30 - 6.00	A	5.6	.0	15	506	1303	165	444	173	431	169	758	59^	225	438	724	404	451	378	425	371	273	47^	24^	54^
6.00 - 6.30	A	5.0	.0	13	452	1419	191	544	231	527	230	769	72^	235	423	731	385	424	351	390	368	307	46^	29^	60^
CBS NFL TODAY	A	6.1	.0	19	551	1408	177	501	298	487	267	749	85	295	512	719	482	525	427	470	338	194	74^	57^	84^
SUN 12.30P 30 CBS 4	B	5.9	.0	18	531	1367	169	456	265	441	235	721	82	294	495	693	468	510	413	455	319	184	95	72	94
209 99 SC 6	C	6.1	.0	19	547	1363	166	441	253	428	231	734	91	302	509	703	478	515	418	455	326	188	83	65	104
CBS NFL FOOTBALL GAME 1	A	11.8	.2	29	1067	1515	196	481	303	452	244	833	109	328	557	794	518	574	448	504	374	220	86	59	115
SUN 1.00P 189 CBS 4	B	13.1	.2	32	1186	1506	199	474	280	458	253	849	102	321	549	818	518	578	447	507	394	240	83	58	100
215 99 SE 6	C	13.1	.2	33	1185	1489	191	462	265	447	242	842	99	311	541	811	510	566	442	498	391	245	83	58	101
VARIOUS TEAMS AND TIMES																									
1.00 - 1.30	A	10.1	.0	28	913	1505	191	472	290	449	235	826	103	333	562	791	527	564	459	495	355	227	87	60	120
1.30 - 2.00	A	11.5	.0	30	1040	1529	184	475	303	447	233	860	111	341	561	821	522	575	450	503	365	246	82	58	113
2.00 - 2.30	A	12.7	.2	32	1148	1520	201	477	301	455	244	841	112	330	551	800	510	564	439	493	363	235	86	61	115
2.30 - 3.00	A	12.3	.3	30	1112	1490	198	479	297	452	233	824	112	322	552	788	516	572	440	496	379	215	76	55	111
3.00 - 3.30	A	12.1	.3	29	1094	1543	206	501	313	461	254	821	106	312	549	781	509	570	443	504	391	212	92	59	128
3.30 - 4.00	A	11.8	.3	28	1067	1569	202	498	320	464	268	864	114	345	589	824	550	617	475	542	405	207	91	60	116
4.00 - 4.30	A	10.0	.2	23	904	1479	199	475	317	442	267	812	118	344	572	766	526	600	454	527	378	167	93	63	99
CBS NFL FOOTBALL POST	A	1.3	.0	15	114	1465	219^	490	335^	447	286^	813	130^	362^	597	763	548	613	468	533	374^	150^	80v	50v	82v
SUN 4.07P 21 CBS 1	B	1.3	.0	15	114	1465	219^	490	335^	447	286^	813	130^	362^	597	763	548	613	468	533	374^	150^	80v	50v	82v
192 92 SC 1	C	1.3	.0	15	114	1465	219^	490	335^	447	286^	813	130^	362^	597	763	548	613	468	533	374^	150^	80v	50v	82v
NAT'L LEAGUE CHAMP-PRE-3(S)	A	6.3	.1	22	570	1388	152	485	257	458	213	539	77^	249	342	525	328	353	264	289	168	172	84	59^	281
SAT 12.00N 15 ABC																									
217 99 SC																									
NAT'L LEAGUE CHAMP-GM-3(S)	A	11.8	.0	35	1067	1439	163	489	211	476	205	762	70	243	402	737	377	425	333	380	314	312	71	51	118
SAT 12.15P 235 ABC																									
218 99 SE																									
L.A. DODGERS VS N.Y. METS																									
12.00 - 12.30	A	6.9	.1	23	624	1349	139	489	228	473	205	617	65^	227	339	601	323	351	274	301	216	250	66^	51^	177
12.30 - 1.00	A	9.1	.1	29	823	1374	141	472	212	460	192	683	67	227	342	664	323	363	275	316	248	301	70	60	148
1.00 - 1.30	A	10.6	.1	33	958	1389	152	463	212	454	198	725	67	226	374	701	350	387	308	345	278	314	71	57	129
1.30 - 2.00	A	11.3	.0	34	1022	1400	146	463	191	450	185	763	59	236	390	739	366	404	331	369	298	335	66	48	108
2.00 - 2.30	A	12.8	.1	38	1157	1407	150	464	182	454	195	762	58	237	398	740	375	419	340	383	315	321	62	44	119
2.30 - 3.00	A	13.0	.0	38	1175	1462	170	495	197	485	207	789	70	252	418	762	391	441	348	398	339	321	66	45	112
3.00 - 3.30	A	13.9	.0	40	1257	1467	178	503	224	489	214	785	73	248	420	758	393	450	347	404	343	308	72	50	107
CONT'D																									

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OCT.3–9,1988

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WEEKEND DAYTIME SPORTS CONT'D																									
NAT'L LEAGUE CHAMP-GM-3(-CONT'D																									
3.30 - 4.00	A	14.4	.1	40	1302	1495	182	520	235	503	221	795	81	254	436	766	407	466	355	414	352	300	79	54	101
4.00 - 4.30	A	12.7	.1	36	1148	1514	183	531	249	510	221	799	94	275	448	765	413	473	354	414	344	291	85	58	99
NFL LIVE	A	4.5	.1	14	407	1365	162	412	256	400	229	726	103^	317	488	694	455	519	385	449	307	174	101^	68^	126
SUN 12.30P 30 NBC 4	B	5.4	.1	16	484	1380	205	502	303	484	275	699	90	296	474	676	451	505	384	438	311	171	71	54	109
210 99 SC 6	C	4.9	.1	15	441	1380	197	492	289	474	264	696	95	300	472	669	445	498	377	430	298	171	81	61	110
NFL GAME 1	A	8.8	.2	22	796	1446	178	449	262	444	250	802	78	291	489	778	464	531	411	478	373	247	103	70	93
SUN 1.00P 194 NBC 1	B	8.8	.2	22	796	1446	178	449	262	444	250	802	78	291	489	778	464	531	411	478	373	247	103	70	93
201 85 SE 3	C	7.5	.1	19	681	1459	172	434	255	419	242	831	110	327	514	799	481	548	404	470	365	251	100	71	94
VARIOUS TEAMS AND TIMES																									
1.00 - 1.30	A	7.1	.1	20	642	1450	179	457	278	452	269	792	94	287	482	767	457	515	389	447	342	252	93	67^	107
1.30 - 2.00	A	8.8	.0	23	796	1491	174	464	264	463	271	809	86	290	490	784	466	529	403	467	360	255	121	79	98
2.00 - 2.30	A	9.2	.1	23	832	1472	164	433	247	432	245	835	85	309	499	813	477	542	413	478	369	271	109	75	96
2.30 - 3.00	A	8.5	.1	21	768	1436	174	445	262	442	246	827	72	292	499	804	476	545	427	495	395	260	91	64	72
3.00 - 3.30	A	8.8	.1	21	796	1449	177	441	259	435	230	814	75	301	504	789	479	552	429	502	395	237	108	76	87
3.30 - 4.00	A	9.0	.2	21	814	1487	198	473	273	461	248	809	67	293	492	786	470	547	425	502	397	239	98	64	107
4.00 - 4.30	A	7.8	.1	18	705	1459	203	456	260	446	251	805	84	295	506	767	468	550	423	504	398	217	115	78	84
NFL GAME 2	A	12.4	.0	26	1121	1485	208	470	278	450	254	837	95	312	543	806	511	567	447	503	397	239	98	75	81
SUN 4.19P 199 NBC 1	B	12.4	.0	26	1121	1485	208	470	278	450	254	837	95	312	543	806	511	567	447	503	397	239	98	75	81
210 98 SE 3	C	13.5	.1	30	1221	1519	206	471	279	454	260	869	98	320	561	834	526	584	463	520	410	251	85	64	93
VARIOUS TEAMS AND TIMES																									
4.00 - 4.30	A	8.5	.0	20	768	1495	212	456	266	441	254	835	97	316	546	788	498	559	448	509	388	229	114	80	89
4.30 - 5.00	A	10.6	.1	24	958	1478	202	459	271	441	256	830	90	313	542	790	503	564	452	514	397	226	109	79	79
5.00 - 5.30	A	11.3	.1	26	1022	1469	192	453	272	431	241	824	89	311	544	796	516	576	454	515	404	220	110	80	81
5.30 - 6.00	A	10.4	.0	23	940	1460	197	468	274	434	232	821	101	318	545	797	521	581	444	504	392	216	104	78	68
6.00 - 6.30	A	13.2	.1	28	1193	1466	198	447	257	425	229	863	104	326	559	831	527	575	455	503	390	256	86	67	71
6.30 - 7.00	A	14.2	.1	28	1284	1485	213	460	266	443	242	869	104	332	562	835	528	576	458	506	395	259	83	72	73
7.00 - 7.30	A	15.2	.2	28	1374	1526	227	507	311	493	291	822	87	292	522	793	493	548	434	489	400	246	95	75	101
7.30 - 8.00	A	12.0	.1	21	1085	1498	233	509	323	495	312	798	80	269	500	771	473	533	420	480	398	238	93	70	99

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK-ING WOM. 18+	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21+	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																										
BUSINESS WORLD		A	1.3	.0	4	118	1355	257^	622	146^	283^	587	233^	298^	246^	274^	627	249^	395^	600	368^	330^	366^	224^	196^	61v
SUN 11.00A 30 ABC	4	B	1.1	.0	3	97	1237	208	652	126	241	637	194	260	256	345	510	192	284	501	274	249	291	185	184	38^
124 69 N	5	C	1.1	.0	4	99	1260	219	668	144^	263	650	219	289	270	334	505	181^	282	491	268	246	291	201	177^	39v
FACE THE NATION		A	2.3	.0	7	208	1264	251	584	79^	209^	570	181^	240	297	316	609	208^	392	601	383	331	349	273	200^	19v
SUN 10.30A 30 CBS	3	B	2.2	.0	7	196	1321	234	644	82	228	631	202	262	315	356	578	162	314	566	302	268	305	266	227	32^
122 81 CC	3	C	2.2	.0	7	196	1321	234	644	82	228	631	202	262	315	356	578	162	314	566	302	268	305	266	227	32^
HEALTH SHOW		A	1.2	.0	4	108	1203	207^	643	94v	262^	643	233^	295^	333^	319^	461	74v	182^	451	171^	171^	232^	230^	219^	44v
SUN 10.30A 30 ABC	4	B	1.1	.0	4	97	1193	209	627	160	272	619	217	297	282	275	496	152	258	486	248	229	285	237	182	31^
121 69 N	5	C	1.1	.0	4	99	1201	226	640	172^	280	633	227	306	277	281	482	148^	236	473	227	211	267	226	190	31v
MEET THE PRESS		A	1.8	.0	7	163	1233	244^	695	176^	303	688	247^	279^	271^	359	483	149^	252^	463	231^	210^	240^	221^	202^	37v
SUN 9.30A 30 NBC	1	B	1.8	.0	7	163	1233	244^	695	176^	303	688	247^	279^	271^	359	483	149^	252^	463	231^	210^	240^	221^	202^	37v
151 88 CC	1	C	1.8	.0	7	163	1233	244^	695	176^	303	688	247^	279^	271^	359	483	149^	252^	463	231^	210^	240^	221^	202^	37v
SUNDAY MORNING		A	3.8	.0	16	344	1413	272	735	98^	274	727	251	312	373	399	581	133^	317	565	301	285	346	303	202	33v
SUN 9.00A 90 CBS	3	B	3.6	.0	14	322	1327	242	700	108	261	686	234	291	347	383	547	120	270	536	259	240	283	272	233	25^
190 96 N	3	C	3.6	.0	14	322	1327	242	700	108	261	686	234	291	347	383	547	120	270	536	259	240	283	272	233	25^
9.00 - 9.30		A	3.0	.0	14	271	1412	289	759	91^	266	756	241	310	380	424	530	98^	236	514	220	218	271	267	241	30v
9.30 - 10.00		A	4.2	.0	17	380	1401	268	737	111^	288	726	260	321	379	388	567	137	312	551	295	277	339	288	193	30v
10.00 - 10.30		A	4.3	.0	16	389	1393	258	698	87^	260	691	244	299	353	383	616	151	371	602	357	332	398	337	180	37^
SUNDAY TODAY		A	2.2	.1	13	199	1221	203^	614	163^	336	613	312	322	258	267	523	125^	278	517	272	227^	265	279	206^	25v
SUN 8.00A 90 NBC	1	B	2.2	.1	13	199	1221	203^	614	163^	336	613	312	322	258	267	523	125^	278	517	272	227^	265	279	206^	25v
143 91 N	1	C	2.2	.1	13	199	1221	203^	614	163^	336	613	312	322	258	267	523	125^	278	517	272	227^	265	279	206^	25v
8.00 - 8.30		A	1.8	.0	14	163	1241	139^	599	138^	314	598	287	287	235^	285^	553	134^	314	541	302	246^	291	325	195^	14v
8.30 - 9.00		A	2.4	.0	14	217	1290	223	642	184^	366	642	341	352	260	265	564	149^	314	559	309	256	283	288	222	27v
9.00 - 9.30		A	2.2	.0	10	199	1239	252	652	175^	352	650	328	348	299	280	499	102^	233^	499	233^	200^	249	256	217^	35v
THIS WEEK-DAVID BRINKLEY		A	3.1	.0	10	280	1319	195	654	131^	239	635	195	250	256	359	577	141^	254	570	247	201	253	225	271	39v
SUN 11.30A 60 ABC	4	B	3.1	.0	10	283	1317	161	683	95	187	668	153	205	257	444	568	124	215	559	206	180	229	217	304	29^
198 97 N	5	C	3.1	.0	10	284	1316	157	680	93	179	668	150	201	248	451	570	118	215	562	208	181	232	230	303	26^
11.30 - 12.00		A	2.8	.1	10	253	1268	183^	645	144^	251	629	208	265	257	336	542	153^	250	536	244	193	248	211	238	41v
12.00 - 12.30		A	3.5	.1	11	316	1322	200	643	116^	223	622	179	231	247	367	588	127^	250	581	242	202	250	229	290	36v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. OCT.3, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	57.2	58.6	58.8	61.0	60.9	63.4	64.4	65.7	65.9	66.6	66.4	66.1	64.3	63.4	61.5	59.1		
ABC TV					←BURNING QUESTIONS? (PAE)			→	←NFL MONDAY NIGHT FOOTBALL DALLAS VS NEW ORLEANS (9:00-12:14)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)					9,310 10.3	9.7 *		10.9 *	16,360 18.1	17.4 *		19.6 *		19.8 *		17.8 *		
SHARE AUDIENCE %					17	16 *		19 *	31	27 *		30 *		31 *		29 *		
AVG. AUD. BY 1/4 HR %					9.6	9.9	10.3	11.4	16.5	18.3	19.6	19.7	20.1	19.6	18.5	17.0		
CBS TV					NEWHART (R)		CAVANAUGHS		←CBS MONDAY MOVIE UNHOLY MATRIMONY (PAE)→									
AVERAGE AUDIENCE (Hhlds (000) & %)					8,500 9.4		7,140 7.9		13,650 15.1	13.3 *		14.8 *		15.9 *		16.2 *		
SHARE AUDIENCE %					15		12		24	20 *		22 *		25 *		27 *		
AVG. AUD. BY 1/4 HR %					9.6	9.3	7.6	8.1	12.9	13.7	14.5	15.1	15.6	16.1	16.5	16.0		
NBC TV					ALF		HOGAN FAMILY		←NBC MONDAY NIGHT MOVIES THE PEOPLE ACROSS THE LAKE→									
AVERAGE AUDIENCE (Hhlds (000) & %)					16,540 18.3		16,270 18.0		15,640 17.3	16.9 *		17.7 *		17.3 *		17.1 *		
SHARE AUDIENCE %					29		28		27	26 *		27 *		27 *		28 *		
AVG. AUD. BY 1/4 HR %					17.4	19.2	18.0	18.1	16.6	17.3	17.9	17.5	17.3	17.3	17.4	16.8		
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.7		13.4		12.4		13.0		12.5		11.9		9.6		8.6			
SHARE AUDIENCE %	25		22		20		20		19		18		15		14			
SUPERSTATIONS AVERAGE AUDIENCE	3.5		3.2		3.2		3.2		3.3		2.8		1.8		2.0			
SHARE AUDIENCE %	6		5		5		5		5		4		3		3			
PBS AVERAGE AUDIENCE	1.6		2.3		2.8		3.5		2.6		2.4		1.8		1.4			
SHARE AUDIENCE %	3		4		5		5		4		4		3		2			
CABLE ORIG. AVERAGE AUDIENCE	6.4		7.1		7.7		8.5		6.5		6.6		6.0		5.5			
SHARE AUDIENCE %	11		12		12		13		10		10		9		9			
PAY SERVICES AVERAGE AUDIENCE	2.2		2.6		2.9		4.0		4.5		3.0		3.5		3.3			
SHARE AUDIENCE %	4		4		5		6		7		5		5		5			

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. OCT. 4, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	55.1	56.9	57.9	60.0	60.5	62.0	63.3	64.4	64.4	64.8	64.9	64.5	62.9	62.2	60.8	58.3
ABC TV					(1)	← NAT'L LEAGUE CHAMP-GM-1 N.Y. METS VS L.A. DODGERS (8:20-11:16)(PAE) →										
AVERAGE AUDIENCE (Hhlds (000) & %)					10,670	14,830										
					11.8	16.4		14.8 *		16.4 *		16.6 *		16.8 *		17.3 *
SHARE AUDIENCE %					21	27		24 *		26 *		26 *		27 *		28 *
AVG. AUD. BY 1/4 HR %					11.7	12.7	14.4	15.3	16.2	16.7	16.8	16.3	16.9	16.7	16.9	17.8
CBS TV					← HIGH RISK →				← CBS TUESDAY MOVIE JESSE (PAE) →							
AVERAGE AUDIENCE (Hhlds (000) & %)					12,200				17,540							
					13.5	13.4 *		13.6 *	19.4	16.7 *		19.3 *		20.6 *		20.8 *
SHARE AUDIENCE %					22	22 *		21 *	31	26 *		30 *		33 *		35 *
AVG. AUD. BY 1/4 HR %					13.2	13.7	13.6	13.6	15.8	17.5	18.9	19.7	20.5	20.8	21.4	20.3
NBC TV					← SUMMER OLYMPICS REVIEW →											
AVERAGE AUDIENCE (Hhlds (000) & %)					7,860											
					8.7	9.3 *		9.8 *		8.3 *		7.7 *		8.5 *		8.6 *
SHARE AUDIENCE %					14	15 *		15 *		13 *		12 *		14 *		14 *
AVG. AUD. BY 1/4 HR %					8.9	9.6	9.8	9.8	8.7	8.0	7.8	7.6	8.5	8.4	8.9	8.3

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.8	14.5	14.3	15.5	15.3	15.3	11.1	9.4
SHARE AUDIENCE %	26	25	23	24	24	24	18	16
SUPERSTATIONS AVERAGE AUDIENCE	3.5	3.5	3.6	4.0	4.0	4.1	2.2	1.7
SHARE AUDIENCE %	6	6	6	6	6	6	4	3
PBS AVERAGE AUDIENCE	1.8	2.3	2.6	3.2	3.2	3.3	2.3	1.7
SHARE AUDIENCE %	3	4	4	5	5	5	4	3
CABLE ORIG. AVERAGE AUDIENCE	6.1	6.8	7.8	8.1	7.3	7.3	7.0	6.2
SHARE AUDIENCE %	11	12	13	13	11	11	11	10
PAY SERVICES AVERAGE AUDIENCE	2.2	3.6	4.7	5.4	5.8	3.9	4.0	3.7
SHARE AUDIENCE %	4	6	8	8	9	6	6	6

U.S. TV HOUSEHOLDS: 90,400,000

(1) NAT'L LEAGUE CHAMP-PRE-1,(PAE),ABC,(8:00-8:20),(S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.5, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.9	55.6	55.6	58.0	58.2	60.0	61.6	63.0	64.2	65.1	65.4	65.1	62.3	59.7	57.1	54.1
ABC TV					GROWING PAINS (R)(PAE)		← '88 VOTE:VICE PRE. DEBATE (SUS) →						NAT'L LEAGUE CHAMP-GM-2 N.Y. METS VS L.A. DODGERS (10:08-1:23)(PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)					10,220 11.3								11,030 12.2	14.5 *		15.6 *
SHARE AUDIENCE %					20								28	24 *		27 *
AVG. AUD. BY 1/4 HR %					10.9	11.7							14.2	14.7	15.4	15.8
CBS TV					B BUNNY:A CONN. RABBIT (R)		← CAMPAIGN '88:VP DEBATE (SUS) →						← WISEGUY (10:08-11:08)(R)(PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)					7,140 7.9								6,690 7.4	6.5 *		7.6 *
SHARE AUDIENCE %					13								13	11 *		14 *
AVG. AUD. BY 1/4 HR %					7.8	8.1							6.5	6.4	7.4	7.9
NBC TV					NIGHT COURT SPCL (R)		← VICE PRESIDENTIAL DEBATE (SUS) →						← UNSOLVED MYSTRIES PREVIEW (10:07-11:07)(PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)					11,300 12.5								13,470 14.9	13.8 *		15.4 *
SHARE AUDIENCE %					21								25	23 *		26 *
AVG. AUD. BY 1/4 HR %					12.2	12.9							12.9	14.2	15.1	15.7
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	14.9		13.8		13.1		16.2		17.6		17.6		15.4		12.6	
SHARE AUDIENCE %	27		24		22		26		27		27		25		23	
SUPERSTATIONS																
AVERAGE AUDIENCE	3.5		3.3		2.9		4.1		4.4		4.4		3.6		2.5	
SHARE AUDIENCE %	6		6		5		7		7		7		6		4	
PBS																
AVERAGE AUDIENCE	1.6		2.3		2.1		2.0		1.7		1.9		1.8		1.6	
SHARE AUDIENCE %	3		4		4		3		3		3		3		3	
CABLE ORIG.																
AVERAGE AUDIENCE	6.3		6.5		7.9		9.9		9.1		8.9		8.6		6.7	
SHARE AUDIENCE %	11		11		13		16		14		14		14		12	
PAY SERVICES																
AVERAGE AUDIENCE	1.8		2.7		3.6		5.3		6.2		6.2		5.9		4.9	
SHARE AUDIENCE %	3		5		6		9		10		9		10		9	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.6, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.5	55.2	56.9	59.0	59.6	61.8	62.3	63.4	63.1	62.8	62.7	62.5	61.0	60.8	59.4	55.7
ABC TV					(1)	← AMER. LEAGUE CHAMP-GM-2 OAKLAND VS BOSTON (8:20-11:34)(PAE) →										
AVERAGE AUDIENCE (Hhlds (000) & %)					9,310 10.3	13,470 14.9		12.9 *		14.7 *		15.3 *		16.0 *		16.1 *
SHARE AUDIENCE %					18	25		22 *		24 *		25 *		26 *		27 *
AVG. AUD. BY 1/4 HR %					10.2	10.8	12.6	13.3	14.6	14.8	15.3	15.2	16.0	16.1	16.6	15.6
CBS TV					←48 HOURS MAKING BABIES→				←CBS THURSDAY MOVIE LEAP OF FAITH (PAE)→							
AVERAGE AUDIENCE (Hhlds (000) & %)					7,960 8.8	8.2 *		9.4 *	10,850 12.0	11.3 *		12.1 *		12.4 *		12.2 *
SHARE AUDIENCE %					14	13 *		15 *	20	18 *		19 *		20 *		21 *
AVG. AUD. BY 1/4 HR %					8.4	8.0	9.0	9.8	11.2	11.5	12.1	12.2	12.5	12.4	12.5	11.9
NBC TV					BILL COSBY SHOW		A DIFFERENT WORLD		DEAR JOHN PREVIEW		← TONIGHT SHOW 26TH ANNIV. →					
AVERAGE AUDIENCE (Hhlds (000) & %)					21,880 24.2		20,520 22.7		17,900 19.8		16,360 18.1	17.8 *		18.3 *		18.1 *
SHARE AUDIENCE %					40		36		31		30	28 *		30 *		31 *
AVG. AUD. BY 1/4 HR %					22.7	25.8	22.6	22.8	20.0	19.7	17.6	18.0	18.2	18.4	18.3	18.0

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	14.3	12.5	10.3	11.6	12.8	13.2	11.2	9.1
SHARE AUDIENCE %	26	22	17	18	20	21	18	16
SUPERSTATIONS AVERAGE AUDIENCE	3.7	3.3	2.4	2.9	4.0	4.5	3.3	2.2
SHARE AUDIENCE %	7	6	4	5	6	7	5	4
PBS AVERAGE AUDIENCE	1.9	2.3	2.4	2.5	2.3	2.2	1.7	1.4
SHARE AUDIENCE %	3	4	4	4	4	4	3	2
CABLE ORIG. AVERAGE AUDIENCE	5.2	5.9	5.9	6.4	6.5	6.1	4.8	4.6
SHARE AUDIENCE %	10	10	10	10	10	10	8	8
PAY SERVICES AVERAGE AUDIENCE	2.0	2.5	2.5	2.6	3.1	3.5	3.9	3.3
SHARE AUDIENCE %	4	4	4	4	5	6	6	6

U.S. TV HOUSEHOLDS: 90,400,000
(1) AMER. LEAGUE CHAMP-PRE-2,(PAE),ABC,(8:00-8:20),(S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 7, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.1	50.9	51.6	52.6	52.9	54.0	54.9	56.1	56.2	56.9	57.4	56.9	55.0	54.3	52.1	50.4

ABC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					(1)		(2)		(3)		(4)	(PAE)	← 20/20 SPECIAL (R) →			
AVERAGE AUDIENCE (Hhlds (000))					7,230	6,690		7,770		8,140			8,590			
AVERAGE AUDIENCE (%)					8.0	7.4		8.6		9.0			9.5	9.6 *		9.5 *
SHARE AUDIENCE %					16	14		16		16			18	17 *		18 *
AVG. AUD. BY 1/4 HR %					8.3	6.6	7.4	7.7	8.8	8.7	9.0		9.5	9.6	9.5	9.5

CBS TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					7 WONDERS-CIRCUS WORLD				← CBS FRIDAY MOVIE STREET OF DREAMS (PAE) →							
AVERAGE AUDIENCE (Hhlds (000))					9,850				8,590							
AVERAGE AUDIENCE (%)					10.9	10.6 *		11.2 *	9.5	9.6 *		9.1 *		9.7 *		9.4 *
SHARE AUDIENCE %					20	20 *		20 *	17	17 *		16 *		18 *		18 *
AVG. AUD. BY 1/4 HR %					10.3	10.9	10.9	11.5	9.6	9.7	9.2	8.9	9.8	9.7	9.5	9.3

NBC TV

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
Program					← NBC MOVIE OF THE WEEK-FRI THE SECRET LIFE OF KATHY MCCORMICK →								← SONNY SPOON PREVIEW →			
AVERAGE AUDIENCE (Hhlds (000))					13,110								10,220			
AVERAGE AUDIENCE (%)					14.5	12.6 *		14.0 *		15.3 *		16.3 *	11.3	11.5 *		11.0 *
SHARE AUDIENCE %					26	23 *		25 *		27 *		28 *	21	21 *		21 *
AVG. AUD. BY 1/4 HR %					12.0	13.1	13.9	14.1	15.1	15.5	16.4	16.2	12.0	11.1	11.0	11.0

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	13.8	13.1	12.7	13.6	14.3	14.3	13.6	11.1
SHARE AUDIENCE %	28	25	24	25	25	25	25	22
SUPERSTATIONS AVERAGE AUDIENCE	3.2	2.9	2.6	2.9	3.2	3.4	3.7	2.2
SHARE AUDIENCE %	6	6	5	5	6	6	7	4
PBS AVERAGE AUDIENCE	1.7	2.1	2.6	1.9	2.2	2.2	2.1	1.6
SHARE AUDIENCE %	3	4	5	3	4	4	4	3
CABLE ORIG. AVERAGE AUDIENCE	5.6	6.4	7.0	7.1	6.8	6.7	6.8	6.8
SHARE AUDIENCE %	11	12	13	13	12	12	12	13
PAY SERVICES AVERAGE AUDIENCE	1.9	2.9	3.5	3.9	4.2	4.4	5.7	5.3
SHARE AUDIENCE %	4	6	7	7	7	8	10	10

U.S. TV HOUSEHOLDS: 90,400,000

(1) NAT'L LEAGUE CHAMP-PRE-GM,(PAE),ABC,(8:00-8:22),(S)
(2) PERFECT STRANGERS,(PAE),ABC,(8:22-8:52),(R)
(3) FULL HOUSE,(PAE),ABC,(8:52-9:22),(R)
(4) MR. BELVEDERE,(PAE),ABC,(9:22-9:52),(R)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES — EVE.SAT. OCT.8, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.2	45.5	46.6	47.7	52.9	55.1	56.2	56.6	57.4	58.3	57.9	57.3	54.7	53.6	52.9	51.3	48.5	46.1
ABC TV					(1)	← AMER. LEAGUE CHAMP-GM-3 BOSTON VS OAKLAND (8:15-11:26) →												
AVERAGE AUDIENCE (Hhlds (000) & %)					7,680 8.5	11,300 12.5		11.7 *		11.8 *		12.6 *		13.2 *		13.4 *		13.6 *
SHARE AUDIENCE %					17	23		22 *		21 *		23 *		24 *		25 *		27 *
AVG. AUD. BY 1/4 HR %					8.5	9.7	11.4	12.0	11.6	11.9	12.4	12.9	13.4	13.1	13.2	13.6	13.8	13.4
CBS TV					<LIVE ! DICK CLARK PRESENTS>				← SIMON & SIMON (PAE) →				← WEST 57TH →					
AVERAGE AUDIENCE (Hhlds (000) & %)					5,240 5.8	5.7 *		5.9 *	6,600 7.3	6.8 *		7.9 *	8,140 9.0	9.0 *		9.0 *		
SHARE AUDIENCE %					10	10 *		10 *	13	12 *		14 *	17	17 *		17 *		
AVG. AUD. BY 1/4 HR %					5.6	5.7	5.9	5.8	6.5	7.1	7.9	7.9	8.8	9.3	9.3	8.7		
NBC TV					227		AMEN		GOLDEN GIRLS		EMPTY NEST		← HUNTER (R) →					
AVERAGE AUDIENCE (Hhlds (000) & %)					13,290 14.7		15,280 16.9		19,530 21.6		17,990 19.9		13,920 15.4	15.5 *		15.4 *		
SHARE AUDIENCE %					27		30		37		35		29	29 *		30 *		
AVG. AUD. BY 1/4 HR %					13.7	15.6	16.0	17.7	21.0	22.2	20.2	19.6	15.7	15.3	15.5	15.2		

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	11.9	12.8	12.2	11.5	11.0	11.4	10.8	10.0	8.3
SHARE AUDIENCE %	27	27	23	20	19	20	20	19	18
SUPERSTATIONS AVERAGE AUDIENCE	2.9	3.5	3.6	3.1	3.2	3.1	2.5	2.3	1.4
SHARE AUDIENCE %	6	7	7	5	6	5	5	4	3
PBS AVERAGE AUDIENCE	2.3	2.7	2.5	2.7	2.0	2.0	1.8	1.7	1.9
SHARE AUDIENCE %	5	6	5	5	3	3	3	3	4
CABLE ORIG. AVERAGE AUDIENCE	8.9	8.7	7.9	7.4	6.3	6.6	7.2	5.9	4.6
SHARE AUDIENCE %	20	18	15	13	11	11	13	11	10
PAY SERVICES AVERAGE AUDIENCE	2.7	2.6	4.4	4.4	4.9	4.5	3.7	3.1	3.6
SHARE AUDIENCE %	6	6	8	8	8	8	7	6	8

U.S. TV HOUSEHOLDS: 90,400,000
(1) AMER. LEAGUE CHAMP-PRE-3,ABC,(8:00-8:15),(S)

For explanation of symbols, See page B.

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		42.1	38.6	35.0	32.4	29.9	27.1	23.5	21.3	18.6	17.0	15.2	14.0	12.4	11.7
ABC TV				(1)											
AVERAGE AUDIENCE (Hhlds (000) & %)	{			1,540 1.7											
SHARE AUDIENCE	%			6											
AVG. AUD. BY 1/4 HR	%			2.0	1.6										
CBS TV															
AVERAGE AUDIENCE (Hhlds (000) & %)	{														
SHARE AUDIENCE	%														
AVG. AUD. BY 1/4 HR	%														
NBC TV		←SATURDAY NIGHT→ (11:30-12:50)(PAE)					(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)	{	7,320 8.1	9.1 *		7.8 *										
SHARE AUDIENCE	%	23	23 *		23 *										
AVG. AUD. BY 1/4 HR	%	9.1	9.1	7.8	7.8	7.1									
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		8.3		7.3		6.3		5.1		4.2		3.9		3.5	
SHARE AUDIENCE %		21		22		22		23		24		27		29	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.4		1.6		1.5		1.1		0.7		0.9		0.8	
SHARE AUDIENCE %		3		5		5		5		4		6		7	
PBS															
AVERAGE AUDIENCE		1.5		1.1		0.9		0.6		0.3 ^		0.2 ^		0.2 ^	
SHARE AUDIENCE %		4		3		3		3		2 ^		1 ^		2 ^	
CABLE ORIG.															
AVERAGE AUDIENCE		4.4		4.0		3.8		3.2		2.6		2.3		2.2	
SHARE AUDIENCE %		11		12		13		14		15		16		18	
PAY SERVICES															
AVERAGE AUDIENCE		4.4		4.5		4.0		3.6		3.5		2.9		2.1	
SHARE AUDIENCE %		11		13		14		16		20		20		17	

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(12:12-12:27)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.9, 1988

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT		56.2	58.0	59.3	60.2	61.7	63.5	64.9	66.3	66.6	66.9	66.8	65.9	63.5	62.2	60.2	57.9	52.7	47.4
ABC TV		←INCREDIBLE SUNDAY→				(1)	← NAT'L LEAGUE CHAMP-GM-4 L.A. DODGERS VS N.Y. METS (8:16-1:10)(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)		7,050 7.8	7.3 *		8.3 *	8,950 9.9	13,740 15.2		13.7 *		16.1 *		16.7 *		16.7 *		15.9 *		16.2 *
SHARE AUDIENCE	%	14	13 *		15 *	17	28		22 *		25 *		26 *		27 *		26 *		29 *
AVG. AUD. BY 1/4 HR	%	7.0	7.6	8.2	8.5	9.8	11.6	13.4	14.1	16.0	16.3	16.6	16.8	16.8	16.5	16.0	15.9	16.6	15.8
CBS TV		←60 MINUTES→				←MURDER, SHE WROTE (R)→				←CBS SUNDAY MOVIE LIBERACE: BEHIND THE MUSIC (PAE)→									
AVERAGE AUDIENCE (Hhlds (000) & %)		16,360 18.1	16.7 *		19.4 *	14,100 15.6	15.1 *		16.1 *	15,190 16.8	15.9 *		16.8 *		17.4 *		16.9 *		
SHARE AUDIENCE	%	31	29 *		32 *	24	24 *		25 *	26	24 *		25 *		28 *		29 *		
AVG. AUD. BY 1/4 HR	%	15.7	17.6	18.8	20.0	15.1	15.1	16.0	16.1	15.6	16.3	16.7	16.9	17.4	17.5	17.4	16.4		
NBC TV		(2)		←MAGICAL WORLD OF DISNEY→ (7:42-8:42)(PAE)				SUPER BLOOPERS & JOKES (8:42-9:42)(PAE)				←NBC SUNDAY NIGHT MOVIE GOING TO THE CHAPEL (9:42-11:42)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)			15.2 *	9,580 10.6	9.1 *		11.2 *	13,470 14.9	12.6 *		15.7 *	13,560 15.0	14.9 *		15.2 *		14.9 *		15.3 *
SHARE AUDIENCE	%		28 *	17	15 *		18 *	22	19 *		24 *	25	23 *		24 *		25 *		29 *
AVG. AUD. BY 1/4 HR	%	15.4	15.0	9.2	9.0	11.0	11.3	11.2	12.9	15.2	16.2	14.8	14.9	15.2	15.2	14.6	15.2	15.4	15.2

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	11.6	12.7	16.3	15.0	11.8	11.3	10.0	7.9	6.3
SHARE AUDIENCE %	20	21	26	23	18	17	16	13	13
SUPERSTATIONS									
AVERAGE AUDIENCE	2.2	2.5	2.7	2.9	2.7	2.7	2.3	1.7	1.5
SHARE AUDIENCE %	4	4	4	4	4	4	4	3	3
PBS									
AVERAGE AUDIENCE	1.5	1.5	3.1	3.7	2.7	2.5	1.9	1.9	1.4
SHARE AUDIENCE %	3	3	5	6	4	4	3	3	3
CABLE ORIG.									
AVERAGE AUDIENCE	5.9	6.2	5.6	5.4	5.2	5.5	5.3	5.2	3.2
SHARE AUDIENCE %	10	10	9	8	8	8	8	9	6
PAY SERVICES									
AVERAGE AUDIENCE	4.6	4.1	4.3	4.6	5.0	4.9	4.0	3.3	3.3
SHARE AUDIENCE %	8	7	7	7	7	7	6	6	7

U.S. TV HOUSEHOLDS: 90,400,000

(1) NAT'L LEAGUE CHAMP-PRE-4,(PAE),ABC,(8:00-8:16),(S)
(2) NFL GAME 2,VARIOUS TEAMS AND TIMES,(PAE),NBC,(MULTI SEGMENT)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 9, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		41.5	37.0	32.9	29.5	26.3	23.6	18.0	16.1	13.8	12.2	10.8	9.8	8.9	8.3
ABC TV		———	NAT'L LEAGUE CHAMP-GM-4 L.A. DODGERS VS N.Y. METS (8:16-1:10)(PAE)					———→		(1)					
AVERAGE AUDIENCE (Hhlds (000) & %)			16.1 *		15.5 *		14.1 *			1,080					
										1.2					
SHARE AUDIENCE	%		35 *		39 *		41 *			13					
AVG. AUD. BY 1/4 HR	%	16.3	16.0	15.7	15.4	14.9	13.3	6.8		1.2					
CBS TV		CBS SUNDAY NEWS													
AVERAGE AUDIENCE (Hhlds (000) & %)		2,530													
		2.8													
SHARE AUDIENCE	%	7													
AVG. AUD. BY 1/4 HR	%	2.8													
NBC TV		(2)	(PAE)												
AVERAGE AUDIENCE (Hhlds (000) & %)		1,450													
		1.6													
SHARE AUDIENCE	%	6													
AVG. AUD. BY 1/4 HR	%	1.6													
INDEPENDENTS (INCL. SUPERSTATIONS)															
AVERAGE AUDIENCE		6.2		5.6		4.3		3.6		3.0		2.3		1.9	
SHARE AUDIENCE %		16		18		17		21		23		22		22	
SUPERSTATIONS															
AVERAGE AUDIENCE		1.5		1.6		1.3		1.2		1.0		0.8		0.7	
SHARE AUDIENCE %		4		5		5		7		8		8		8	
PBS															
AVERAGE AUDIENCE		1.4		1.0		0.7		0.5		0.3 ^		0.2 ^		0.1 ^	
SHARE AUDIENCE %		4		3		3		3		2 ^		2 ^		1 ^	
CABLE ORIG.															
AVERAGE AUDIENCE		3.1		2.7		2.3		1.7		1.5		1.2		1.2	
SHARE AUDIENCE %		8		9		9		10		12		12		14	
PAY SERVICES															
AVERAGE AUDIENCE		3.0		2.8		2.4		2.5		2.1		1.9		1.6	
SHARE AUDIENCE %		8		9		10		15		16		18		19	

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WEEKEND REPORT-SUN.,ABC,(1:30-1:45)

(2) G MICHAELS SPORTS MACHINE,(PAE),NBC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.3-7,1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.1	9.8	12.0	14.3	16.7	18.7	19.3	19.6	19.6	19.9	20.0	20.0	19.9	20.4	20.4	20.4	20.0	20.5
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,270 1.4		2,190 2.4			3,490 3.9				3,600 4.0							
SHARE AUDIENCE %		14		17			20				20							
AVG. AUD. BY 1/4 HR %		1.4		2.4			3.9	3.9			4.0	4.0						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)			940 1.0				2,060 2.3				2,060 2.3						2,400 2.7	
SHARE AUDIENCE %			10				12				11						13	
AVG. AUD. BY 1/4 HR %			0.9	1.1			2.3	2.3			2.2	2.3					2.5	2.8
NBC TV	NBC NEWS AT SUNRISE				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,720 1.9						3,540 3.9				3,670 4.1						2,460 2.7	
SHARE AUDIENCE %	21						20				20						13	
AVG. AUD. BY 1/4 HR %	1.6	2.2					4.0	3.9			4.1	4.0					2.6	2.8
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.7		3.2		5.5		6.4		5.9		5.4		4.4		4.3		4.4	
SHARE AUDIENCE %	19		24		31		33		30		27		22		21		22	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.8		1.3		1.9		2.1		1.8		1.8		1.5		1.5		1.4	
SHARE AUDIENCE %	9		10		11		11		9		9		7		7		7	
PBS																		
AVERAGE AUDIENCE	0.1 ^		0.1		0.4		0.7		1.0		1.3		1.6		1.5		1.3	
SHARE AUDIENCE %	1 ^		1		2		4		5		7		8		7		6	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.4		1.8		2.0		2.1		2.2		2.2		2.3		2.4		2.4	
SHARE AUDIENCE %	15		14		11		11		11		11		12		12		12	
PAY SERVICES																		
AVERAGE AUDIENCE	0.8		0.7		0.9		0.8		0.8		0.8		0.8		0.8		0.9	
SHARE AUDIENCE %	9		6		5		4		4		4		4		4		4	

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.3-7,1988

TIME		10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT		20.6	20.6	20.8	21.2	21.2	22.1	23.5	24.6	25.5	26.2	27.3	27.9	27.8	27.7	26.7	27.1	26.9	27.3
ABC TV				GROWING PAINS M-F		HOME		RYAN'S HOPE (PAE)		LOVING (PAE)		←ALL MY CHILDREN→ (MTTHF)(PAE)				←ONE LIFE TO LIVE→ (MTTHF)(PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)				1,930		2,240		1,860		3,240		6,080				6,150			
				2.1		2.5		2.1		3.6		6.7	6.4 *		7.1 *	6.8	6.8 *		6.9 *
SHARE AUDIENCE	%			10		11		9		14		24	23 *		26 *	25	25 *		25 *
AVG. AUD. BY 1/4 HR	%			2.0	2.2	2.5	2.5	2.1	2.0	3.4	3.7	6.1	6.7	7.0	7.2	6.7	6.7	6.8	6.9
CBS TV		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)		(PAE)		←YOUNG AND THE RESTLESS→ (PAE)				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS→			
AVERAGE AUDIENCE (Hhlds (000) & %)		2,240		4,090		5,280				6,860				4,990		5,620			
		2.5		4.5		5.8				7.6	7.4 *		7.8 *	5.5		6.2	6.2 *		6.2 *
SHARE AUDIENCE	%	12		22		27				30	31 *		30 *	20		23	23 *		23 *
AVG. AUD. BY 1/4 HR	%	2.4	2.6	4.3	4.7	5.6	6.1			7.1	7.6	7.9	7.8	5.5	5.5	6.2	6.2	6.3	6.2
NBC TV		CLASSIC CONCENTRATION		WHEEL OF FORTUNE (PAE)		WIN, LOSE OR DRAW		SUPER PASSWORD (PAE)		SCRABBLE (PAE)		←DAYS OF OUR LIVES→ (PAE)				←ANOTHER WORLD→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)		2,770		3,630		3,160		2,420		3,280		5,570				4,000			
		3.1		4.0		3.5		2.7		3.6		6.2	5.9 *		6.4 *	4.4	4.5 *		4.4 *
SHARE AUDIENCE	%	15		19		16		11		14		22	22 *		23 *	16	17 *		16 *
AVG. AUD. BY 1/4 HR	%	3.0	3.1	3.9	4.2	3.4	3.7	2.6	2.7	3.5	3.8	5.8	6.1	6.4	6.4	4.5	4.4	4.4	4.4

	10:30	11:00	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	4.2	4.1	4.2	4.6	5.0	4.9	5.5	5.3	5.3
SHARE AUDIENCE %	20	19	19	19	19	18	20	20	20
SUPERSTATIONS									
AVERAGE AUDIENCE	1.4	1.5	1.6	1.6	2.0	1.6	1.6	1.5	1.6
SHARE AUDIENCE %	7	7	7	7	8	6	6	6	6
PBS									
AVERAGE AUDIENCE	1.1	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.6
SHARE AUDIENCE %	5	4	3	3	2	2	2	2	2
CABLE ORIG.									
AVERAGE AUDIENCE	2.5	2.6	2.5	2.6	2.7	2.8	2.9	3.2	3.4
SHARE AUDIENCE %	12	13	12	11	11	10	11	12	12
PAY SERVICES									
AVERAGE AUDIENCE	1.0	1.1	1.1	1.0	0.9	1.0	1.1	1.1	1.2
SHARE AUDIENCE %	5	5	5	4	4	4	4	4	4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.3-7,1988

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	26.9	27.5	28.2	29.3	29.7	31.4	33.0	34.6	35.4	37.5	39.1	41.1	47.8	49.7	51.3	52.8
ABC TV	←GENERAL HOSPITAL (MTTHF)(PAE)→														ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Hhlds (000) & %)	6,420														8,950	
	7.1	7.0 *		7.3 *											9.9	
SHARE AUDIENCE %	25	26 *		25 *											21	
AVG. AUD. BY 1/4 HR %	6.9	7.1	7.2	7.3											9.7	10.1
CBS TV	←GUIDING LIGHT (PAE)→						(PAE)								CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Hhlds (000) & %)	5,080														9,240	
	5.6	5.6 *		5.6 *											10.2	
SHARE AUDIENCE %	20	21 *		19 *											20	
AVG. AUD. BY 1/4 HR %	5.6	5.6	5.6	5.7											10.2	10.2
NBC TV	←SANTA BARBARA (PAE)→														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)	3,720														8,640	
	4.1	4.1 *		4.2 *											9.6	
SHARE AUDIENCE %	15	15 *		14 *											20	
AVG. AUD. BY 1/4 HR %	4.1	4.0	4.1	4.2											9.4	9.7
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	5.9		6.9		7.9		9.2		9.5		10.4		11.9		14.0	
SHARE AUDIENCE %	22		24		26		27		26		26		24		27	
SUPERSTATIONS																
AVERAGE AUDIENCE	1.5		1.7		2.1		2.6		2.3		2.6		2.9		3.3	
SHARE AUDIENCE %	6		6		7		8		6		7		6		6	
PBS																
AVERAGE AUDIENCE	0.6		0.6		0.8		0.9		0.9		0.8		1.1		1.3	
SHARE AUDIENCE %	2		2		3		3		3		2		2		2	
CABLE ORIG.																
AVERAGE AUDIENCE	3.6		3.7		4.2		4.2		4.4		4.9		5.1		5.4	
SHARE AUDIENCE %	13		13		14		13		12		12		10		10	
PAY SERVICES																
AVERAGE AUDIENCE	1.4		1.3		1.1		1.1		1.0		1.2		1.5		1.7	
SHARE AUDIENCE %	5		5		3		3		3		3		3		3	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT.8, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.7	7.9	9.2	11.1	13.8	17.1	19.5	21.6	23.5	25.4	26.2	27.6	28.0	29.1	28.8	29.3	29.0	29.2
ABC TV					BEANY AND CECIL		WINNIE THE POOH I		WINNIE THE POOH II		SLIMER! & REAL GHOSTS. I		SLIMER! & REAL GHOSTS. II (B)		PUP NAMED SCOOBY DOO		BUGS BUNNY/TWEETY SHOW I (B)	
AVERAGE AUDIENCE (Hhlds (000) & %)					1,900 2.1		3,340 3.7		4,430 4.9		4,250 4.7		4,610 5.1		3,620 4.0		3,890 4.3	
SHARE AUDIENCE %					13		18		20		17		20		14		16	
AVG. AUD. BY 1/4 HR %					1.8	2.5	3.4	4.1	4.6	5.2	4.5	4.9	5.0	5.1	4.0	4.0	4.1	4.6
CBS TV					ADV. RAGGEDY ANN & ANDY		SUPERMAN		MUPPET BABIES I		MUPPET BABIES II		PEE WEE'S PLAYHOUSE		GARFIELD AND FRIENDS		HEY, VERN, IT'S ERNEST (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,530 2.8		3,440 3.8		3,620 4.0		4,520 5.0		5,240 5.8		5,510 6.1		3,620 4.0	
SHARE AUDIENCE %					18		18		16		18		20		21		14	
AVG. AUD. BY 1/4 HR %					2.4	3.1	3.6	3.9	4.0	4.1	4.7	5.3	5.6	5.9	6.0	6.1	4.4	3.5
NBC TV					KISSYFUR (PAE)		GUMMI BEARS		SMURFS I		SMURFS II (PAE)		ALF-SAT MORN I		ALF-SAT MORN II (PAE)		ALVIN AND THE CHIPMUNKS	
AVERAGE AUDIENCE (Hhlds (000) & %)					2,530 2.8		3,890 4.3		4,700 5.2		5,330 5.9		4,790 5.3		5,060 5.6		5,790 6.4	
SHARE AUDIENCE %					18		21		21		22		19		19		22	
AVG. AUD. BY 1/4 HR %					2.3	3.4	4.2	4.5	4.9	5.4	5.7	6.0	5.3	5.3	5.6	5.5	6.3	6.6

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	1.7	2.4	3.4	4.1	4.5	4.7	5.5	5.7	5.7
SHARE AUDIENCE %	23	24	22	20	18	17	19	20	20
SUPERSTATIONS AVERAGE AUDIENCE	0.7	0.8	1.3	1.5	1.4	1.3	1.3	1.2	1.3
SHARE AUDIENCE %	10	8	8	7	6	5	5	4	4
PBS AVERAGE AUDIENCE	0.1 ^	0.2 ^	0.4	0.7	0.9	1.0	1.0	1.2	1.3
SHARE AUDIENCE %	1 ^	2 ^	3	3	4	4	3	4	4
CABLE ORIG. AVERAGE AUDIENCE	1.5	2.0	2.4	2.9	3.6	4.1	4.5	4.4	4.3
SHARE AUDIENCE %	21	20	15	14	15	15	16	15	15
PAY SERVICES AVERAGE AUDIENCE	1.4	1.7	1.9	1.9	2.3	2.6	1.9	1.6	1.7
SHARE AUDIENCE %	19	17	12	9	9	10	7	5	6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.4	29.4	29.9	30.8	31.0	31.9	31.7	32.1	32.8	33.7	33.5	34.0	33.9	34.3	34.6	34.9	35.8	36.1
ABC TV	BUGS BUNNY/TWEETY SHOW II (B)		(1)	← NAT'L LEAGUE CHAMP-GM-3 L.A. DODGERS VS N.Y. METS (12:15-4:10)(PAE)														
AVERAGE AUDIENCE (Hhlds (000) & %)	5,150		5,700	10,670														
	5.7		6.3	11.8		9.1 *		10.6 *		11.3 *		12.8 *		13.0 *		13.9 *		14.4 *
SHARE AUDIENCE %	20		22	35		29 *		33 *		34 *		38 *		38 *		40 *		40 *
AVG. AUD. BY 1/4 HR %	5.5	5.9	6.3	6.9	8.4	9.7	10.6	10.6	11.2	11.5	12.4	13.1	13.1	13.0	13.5	14.3	14.6	14.1
CBS TV	FLIP		MIGHTY MOUSE		CBS STORYBREAK HUGH PINE (R)								← CBS COLLEGE FOOTBALL GAME OKLAHOMA VS TEXAS (2:39-6:04)(PAE)					
AVERAGE AUDIENCE (Hhlds (000) & %)	2,350		2,800		2,530								4,070					
	2.6		3.1		2.8								4.5	2.9 *		3.5 *		3.9 *
SHARE AUDIENCE %	9		10		9								13	8 *		10 *		11 *
AVG. AUD. BY 1/4 HR %	2.8	2.5	2.9	3.2	2.8	2.9							2.7	2.9	3.5	3.5	3.6	4.2
NBC TV	MISADVENTURES -ED GRIMLEY (PAE)		2 HIP FOR TV I		2 HIP FOR TV II													
AVERAGE AUDIENCE (Hhlds (000) & %)	4,250		2,260		1,630													
	4.7		2.5		1.8													
SHARE AUDIENCE %	16		8		6													
AVG. AUD. BY 1/4 HR %	4.8	4.6	2.7	2.3	2.0	1.7												
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	6.4		7.2		7.1		7.5		8.2		7.9		7.5		7.2		7.5	
SHARE AUDIENCE %	22		24		23		24		25		23		22		21		21	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.8		2.0		1.7		1.9		2.1		2.2		1.8		1.4		1.7	
SHARE AUDIENCE %	6		7		5		6		6		7		5		4		5	
PBS																		
AVERAGE AUDIENCE	1.2		1.4		1.5		1.6		1.8		1.7		1.7		1.4		1.4	
SHARE AUDIENCE %	4		5		5		5		5		5		5		4		4	
CABLE ORIG.																		
AVERAGE AUDIENCE	4.4		4.9		4.7		4.6		4.9		4.6		4.8		4.6		4.5	
SHARE AUDIENCE %	15		16		15		14		15		14		14		13		13	
PAY SERVICES																		
AVERAGE AUDIENCE	1.9		2.3		2.6		1.9		2.0		2.1		2.2		2.4		2.5	
SHARE AUDIENCE %	6		8		8		6		6		6		6		7		7	

U.S. TV HOUSEHOLDS: 90,400,000
(1) NAT'L LEAGUE CHAMP-PRE-3,ABC,(12:00-12:15),(S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT.8, 1988

TIME		4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT		35.2	33.9	33.9	34.4	34.4	35.0	36.3	37.9	39.4	41.0	41.8	42.5
ABC TV		←ABC COLLEGE FTBALL GAME WASHINGTON VS ARIZONA STATE OHIO STATE VS INDIANA (4:10-6:40)(PAE)→											(1)
AVERAGE AUDIENCE (Hhlds (000) & %)		5,240 5.8	7.3 *		5.8 *		5.9 *		5.4 *		5.5 *	4,430 4.9	
SHARE AUDIENCE	%	16	21 *		17 *		17 *		15 *		14 *	12	
AVG. AUD. BY 1/4 HR	%	8.4	6.9	6.0	5.6	6.0	5.7	5.3	5.4	5.5	5.5	4.9	4.9
CBS TV		←CBS COLLEGE FOOTBALL GAME OKLAHOMA VS TEXAS (2:39-6:04)(PAE)→										CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Hhlds (000) & %)			4.8 *		4.8 *		5.3 *		5.6 *			5,510 6.1	
SHARE AUDIENCE	%		14 *		14 *		15 *		15 *			14	
AVG. AUD. BY 1/4 HR	%	4.8	4.8	4.6	4.9	5.5	5.2	5.4	5.7	5.0		6.0	6.3
NBC TV												NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Hhlds (000) & %)												6,690 7.4	
SHARE AUDIENCE	%											17	
AVG. AUD. BY 1/4 HR	%											7.3	7.5
INDEPENDENTS (INCL. SUPERSTATIONS)													
AVERAGE AUDIENCE		8.6		10.4		10.1		11.0		11.0		11.8	
SHARE AUDIENCE %		25		30		29		30		27		28	
SUPERSTATIONS													
AVERAGE AUDIENCE		1.9		2.4		2.4		3.0		3.4		3.4	
SHARE AUDIENCE %		5		7		7		8		8		8	
PBS													
AVERAGE AUDIENCE		1.5		1.5		1.7		1.7		2.1		1.9	
SHARE AUDIENCE %		4		4		5		5		5		5	
CABLE ORIG.													
AVERAGE AUDIENCE		6.0		7.4		6.7		7.4		8.3		8.8	
SHARE AUDIENCE %		17		22		19		20		21		21	
PAY SERVICES													
AVERAGE AUDIENCE		2.6		2.3		2.2		2.8		2.7		3.0	
SHARE AUDIENCE %		8		7		6		8		7		7	

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC COLLEGE FOOTBALL-POST,(PAE),ABC,(6:40-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.9, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.6	7.2	8.0	9.3	11.2	12.9	14.9	17.0	19.4	21.7	24.1	25.4	26.5	26.8	26.5	27.9	28.3	28.7
ABC TV															HEALTH SHOW		BUSINESS WORLD	
AVERAGE AUDIENCE (Hhlds (000) & %)															1,080 1.2		1,180 1.3	
SHARE AUDIENCE %															4		4	
AVG. AUD. BY 1/4 HR %															1.1	1.3	1.4	1.2
CBS TV									←SUNDAY MORNING					→	FACE THE NATION		FOR OUR TIMES (SUS)	
AVERAGE AUDIENCE (Hhlds (000) & %)									3,440 3.8	3.0 *		4.2 *		4.3 *	2,080 2.3			
SHARE AUDIENCE %									16	14 *		17 *		16 *	7			
AVG. AUD. BY 1/4 HR %									2.7	3.4	4.0	4.3	4.4	4.3	2.4	2.3		
NBC TV					←SUNDAY TODAY					→	MEET THE PRESS							
AVERAGE AUDIENCE (Hhlds (000) & %)					1,990 2.2	1.8 *		2.4 *		2.2 *	1,630 1.8							
SHARE AUDIENCE %					13	14 *		14 *		10 *	7							
AVG. AUD. BY 1/4 HR %					1.7	1.9	2.4	2.4	2.2	2.2	1.8	1.9						
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.7		2.3		3.5		4.9		6.7		8.2		8.4		9.1		9.7	
SHARE AUDIENCE %	25		27		29		31		33		33		31		33		34	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.5		0.6		1.2		1.8		2.6		3.1		2.6		2.7		3.4	
SHARE AUDIENCE %	7		7		10		11		13		13		10		10		12	
PBS																		
AVERAGE AUDIENCE	0.1 ^		0.2 ^		0.8		1.2		1.5		1.5		1.5		1.5		1.6	
SHARE AUDIENCE %	1 ^		2 ^		7		8		7		6		6		6		6	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.6		2.0		2.7		3.9		4.6		5.6		6.3		6.3		6.3	
SHARE AUDIENCE %	23		23		22		24		22		23		24		23		22	
PAY SERVICES																		
AVERAGE AUDIENCE	1.3		1.2		1.5		1.7		2.0		2.3		2.5		2.5		2.7	
SHARE AUDIENCE %	19		14		12		11		10		9		9		9		9	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT.9, 1988

TIME		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT		29.5	30.3	31.3	32.2	32.6	34.1	35.1	37.2	38.1	39.0	39.0	39.9	40.5	41.1	41.5	42.3	42.6	43.0
ABC TV		←THIS WEEK-DAVID BRINKLEY→												(1)	←	AMER. LEAGUE CHAMP-GM-4 BOSTON VS OAKLAND (2:54-6:00)(PAE)			--
AVERAGE AUDIENCE (Hhlds (000) & %)		2,800												4,070	8,500				
		3.1	2.8 *		3.5 *									4.5	9.4		6.4 *		7.2 *
SHARE AUDIENCE	%	10	10 *		11 *									11	22		15 *		17 *
AVG. AUD. BY 1/4 HR	%	2.8	2.8	3.3	3.7									4.2	5.0	6.2	6.5	6.8	7.6
CBS TV						CBS NFL TODAY		←				CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)						5,510		10,670											
						6.1		11.8	10.1 *		11.5 *		12.7 *		12.3 *		12.1 *		11.8 *
SHARE AUDIENCE	%					19		29	28 *		30 *		32 *		30 *		29 *		28 *
AVG. AUD. BY 1/4 HR	%					5.6	6.5	9.2	10.8	11.5	11.8	12.4	12.9	12.1	12.3	12.1	12.0	12.0	11.8
NBC TV						NFL LIVE		←				NFL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)						4,070		7,960											
						4.5		8.8	7.1 *		8.8 *		9.2 *		8.5 *		8.8 *		9.0 *
SHARE AUDIENCE	%					14		22	20 *		23 *		23 *		21 *		21 *		21 *
AVG. AUD. BY 1/4 HR	%					4.0	4.9	6.6	7.6	8.4	9.1	9.2	9.2	8.5	8.7	8.4	9.0	9.1	8.9

	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	10.4	10.4	10.4	9.9	9.5	8.9	9.4	9.0	9.2
SHARE AUDIENCE %	35	33	31	27	25	23	23	21	21
SUPERSTATIONS									
AVERAGE AUDIENCE	3.3	3.6	3.6	3.2	2.6	2.5	2.8	2.9	2.6
SHARE AUDIENCE %	11	11	11	9	7	6	7	7	6
PBS									
AVERAGE AUDIENCE	1.4	1.3	1.4	1.4	1.3	1.0	1.4	1.4	1.5
SHARE AUDIENCE %	5	4	4	4	3	3	3	3	4
CABLE ORIG.									
AVERAGE AUDIENCE	6.6	7.2	6.4	5.3	5.3	5.1	5.7	5.9	5.7
SHARE AUDIENCE %	22	23	19	15	14	13	14	14	13
PAY SERVICES									
AVERAGE AUDIENCE	2.6	2.5	2.3	2.5	2.7	2.8	2.0	1.8	1.8
SHARE AUDIENCE %	9	8	7	7	7	7	5	4	4

U.S. TV HOUSEHOLDS: 90,400,000

(1) AMER. LEAGUE CHAMP-PRE-4,(PAE),ABC,(2:30-2:54),(S)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 9, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	42.7	42.8	43.2	43.3	43.8	44.5	45.7	46.5	47.3	48.6	49.8	51.3

ABC TV

ABC TV	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	← AMER. LEAGUE CHAMP-GM-4 BOSTON VS OAKLAND (2:54-6:00)(PAE) →										ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)		8.3 *		10.4 *		11.4 *		13.3 *			4,880 5.4	
SHARE AUDIENCE %		19 *		24 *		26 *		29 *			11	
AVG. AUD. BY 1/4 HR %	7.8	8.8	10.2	10.6	11.1	11.7	13.0	13.6			6.0	4.9

CBS TV

CBS TV	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program		(1)							CBS EVENING NEWS-SUNDAY			
AVERAGE AUDIENCE (Hhlds (000) & %)		10.0 *							5,330 5.9			
SHARE AUDIENCE %		23 *							12			
AVG. AUD. BY 1/4 HR %	10.0	2.0							5.4	6.5		

NBC TV

NBC TV	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	(2)	← NFL GAME 2 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE) →										
AVERAGE AUDIENCE (Hhlds (000) & %)		11,210 12.4		10.6 *		11.3 *		10.4 *		13.2 *		14.2 *
SHARE AUDIENCE %		26		24 *		26 *		23 *		28 *		28 *
AVG. AUD. BY 1/4 HR %	7.9	8.5	10.4	10.8	11.3	11.2	10.8	10.1	12.7	13.6	13.8	14.7

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS)						
AVERAGE AUDIENCE	9.7	11.0	11.4	11.6	11.6	12.2
SHARE AUDIENCE %	23	25	26	25	24	24
SUPERSTATIONS						
AVERAGE AUDIENCE	2.6	3.1	3.1	2.8	2.4	2.8
SHARE AUDIENCE %	6	7	7	6	5	6
PBS						
AVERAGE AUDIENCE	1.3	1.3	1.3	1.1	1.6	1.7
SHARE AUDIENCE %	3	3	3	2	3	3
CABLE ORIG.						
AVERAGE AUDIENCE	5.5	5.3	5.0	5.6	6.2	6.3
SHARE AUDIENCE %	13	12	11	12	13	12
PAY SERVICES						
AVERAGE AUDIENCE	2.2	2.4	2.6	2.8	3.1	3.6
SHARE AUDIENCE %	5	6	6	6	6	7

U.S. TV HOUSEHOLDS: 90,400,000

(1) CBS NFL FOOTBALL GAME 1,VARIOUS TEAMS AND TIMES,(PAE),CBS,(MULTI SEGMENT)
(2) NFL GAME 1,VARIOUS TEAMS AND TIMES,(PAE),NBC,(MULTI SEGMENT)

For explanation of symbols, See page B.

Nielsen Television Index

CLIENT NOTICE

November 9, 1988

THE POCKETPIECE REPORT
October 3-9, 1988

The following revised program audience estimates are the result of information received from the network too late for inclusion in the above report.

21 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. (000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																									
NAT'L LEAGUE CHAMP-GM-4(S)	A	15.5	.0	28	1401	1571	204	155	43	577	155	277	248	255	268	861	277	487	453	387	319	57	14^	75	50
SUN 8.16P 284 ABC																									
217 99 SE																									
L.A. DODGERS VS N.Y. METS																									
8.00 - 8.30	A	11.6	.0	19	1049	1589	211	155	55	628	178	288	255	246	308	824	258	442	430	352	328	42^	8v	95	62
8.30 - 9.00	A	13.7	.0	22	1238	1588	194	137	50	598	161	264	239	238	298	838	266	451	434	356	330	51	11^	101	69
9.00 - 9.30	A	16.1	.0	25	1455	1609	205	150	51	598	163	268	234	244	295	859	253	452	435	386	348	60	17^	93	62
9.30 - 10.00	A	16.7	.1	28	1510	1597	199	150	49	578	144	268	241	255	280	869	251	471	451	403	340	62	20^	88	59
10.00 - 10.30	A	16.7	.1	27	1510	1598	198	148	47	578	152	279	249	259	268	874	263	484	460	409	333	56	13^	88	61
10.30 - 11.00	A	15.9	.0	28	1437	1577	203	153	39	573	147	288	240	259	275	875	267	482	459	405	332	58	13^	71	51
11.00 - 11.30	A	16.2	.0	29	1464	1577	209	161	34	582	150	284	257	275	267	869	290	509	472	390	307	60	13^	66	44
11.30 - 12.00	A	16.1	.0	35	1455	1568	219	172	34	588	154	294	267	275	258	862	298	505	450	375	308	61	15^	58	35
12.00 - 12.30	A	15.5	.0	39	1401	1537	209	167	36	560	166	295	258	251	236	870	312	526	462	384	293	55	14^	52	33
12.30 - 1.00	A	14.1	.0	41	1275	1504	198	156	40	530	155	276	246	247	222	863	312	533	466	392	279	57	15^	54	34^

54 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	VCR RECRD %	SH %	AVG. AUD. (000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																									
WINNIE THE POOH I	A	3.7	.1	18	334	1287	48^	301	221	71^	228	100^	74^	26v	55^	45^	658	378	280	282	376	183	192	216	160
SAT 8.30A 30 ABC 4	B	3.8	.1	18	339	1382	75	331	262	42	191	126	69	57	90	35	735	392	343	342	393	188	205	214	179
211 94 CA 5	C	3.8	.1	19	342	1393	82	321	253	38^	187	120	66	55	88	32^	764	406	358	347	418	200	217	224	194
WINNIE THE POOH II	A	4.7	.0	19	425	1379	56^	312	236	68^	250	107^	74^	33^	63^	45^	710	401	308	334	376	194	182	239	137
SAT 9.00A 30 ABC 4	B	5.2	.1	21	468	1425	78	316	262	41	197	130	68	62	94	36	782	414	368	354	427	212	216	245	182
211 94 CA 5	C	5.2	.1	22	472	1442	83	311	256	39^	197	125	68	57	91	34^	809	425	384	371	438	212	226	244	195

89 & 90 PROGRAM AUDIENCE ESTIMATES (By Time Periods) — OCT.3-9,1988

DAY / TIME / NETWORK PROGRAM NAME		HOUSE-HOLDS	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
SUNDAY EVENING																						
8.00- 8.30PM	TVU	62.6	42.8	43.7	42.0	41.3	46.4	39.1	41.3	43.2	47.0	56.7	45.6	39.0	40.8	44.7	46.6	57.1	33.5	33.9	31.6	34.5
A NAT'L LEAGUE CHAMP-GM-4(S)>		11.6	7.2	5.5	4.9	6.2	7.0	5.4	5.1	5.1	6.1	11.3	10.2	8.0	8.0	8.9	9.4	16.1	2.2^	.8v	2.9	3.1
8.30- 9.00PM	TVU	65.6	45.5	47.2	45.5	46.3	49.4	41.3	44.3	46.3	50.8	60.0	48.6	41.3	43.6	48.3	50.0	60.4	35.9	34.2	33.2	36.7
A NAT'L LEAGUE CHAMP-GM-4(S)		13.7	8.4	6.0	5.1	6.7	7.9	5.9	5.5	5.7	7.0	13.0	12.3	9.8	9.6	10.6	11.2	19.2	3.2	1.4^	3.6	4.1
9.00- 9.30PM	TVU	66.7	45.7	48.9	47.2	47.7	51.1	42.9	46.2	48.3	52.9	61.2	49.6	42.2	45.2	50.0	51.8	60.2	34.0	31.7	28.2	31.3
A NAT'L LEAGUE CHAMP-GM-4(S)		16.1	10.1	7.4	6.6	7.9	9.3	7.0	6.6	6.5	8.4	15.1	14.8	10.9	11.4	12.5	14.3	23.8	4.4	2.5^	3.9	4.3
9.30-10.00PM	TVU	66.3	44.7	49.2	47.6	47.8	51.1	44.1	46.7	48.4	52.8	60.2	49.4	42.7	45.4	49.7	51.0	59.2	31.8	30.2	23.9	26.0
A NAT'L LEAGUE CHAMP-GM-4(S)		16.7	10.4	7.5	6.9	7.9	9.3	6.4	6.8	7.0	9.1	14.9	15.5	11.3	12.3	13.5	15.5	24.1	4.7	3.0^	3.8	4.3
10.00-10.30PM	TVU	62.8	41.6	46.9	45.4	44.1	48.9	42.6	44.8	46.5	50.4	57.4	46.3	41.4	42.9	46.7	47.2	54.8	27.4	24.4	18.8	19.5
A NAT'L LEAGUE CHAMP-GM-4(S)		16.7	10.3	7.3	6.8	7.7	9.3	6.8	7.1	7.2	9.2	14.2	15.6	11.8	12.6	13.7	15.7	23.6	4.3	2.1^	3.8	4.5
10.30-11.00PM	TVU	59.0	38.1	43.2	41.9	40.2	45.2	39.1	41.5	43.5	47.2	52.7	43.3	39.2	40.3	44.1	44.3	50.2	24.5	21.8	14.6	15.4
A NAT'L LEAGUE CHAMP-GM-4(S)		15.9	9.7	7.3	6.6	6.0	8.8	6.2	6.4	6.6	8.8	13.9	14.9	11.4	12.0	13.0	14.8	22.4	4.2	2.0^	2.9	3.5
11.00-11.30PM	TVU	50.0	31.6	35.2	34.0	31.7	36.8	31.8	33.9	36.0	38.7	42.5	37.0	34.2	34.3	37.1	37.1	43.1	19.9	16.2	10.9	11.5
A NAT'L LEAGUE CHAMP-GM-4(S)		16.2	9.9	7.6	7.1	5.3	9.1	6.5	7.0	7.2	9.5	13.7	15.1	12.6	12.9	13.7	14.5	21.1	4.4	1.9^	2.8	3.1
11.30-12.00MD	TVU	39.3	24.0	26.8	26.1	24.0	27.7	24.2	25.5	26.9	28.7	31.5	29.0	28.3	27.4	28.5	28.1	32.9	15.0	10.8	7.5	7.8
A NAT'L LEAGUE CHAMP-GM-4(S)		16.1	9.8	7.9	7.6	5.3	9.2	6.6	7.2	7.4	9.5	13.2	14.8	12.9	12.7	13.0	13.9	21.1	4.5	2.3^	2.4	2.5
12.00-12.30AM	TVU	31.2	18.2	19.9	19.7	15.4	20.5	18.9	18.9	19.6	20.9	23.3	22.8	23.7	22.3	21.7	21.3	24.6	11.3	8.1	5.0	5.2
A NAT'L LEAGUE CHAMP-GM-4(S)		15.5	9.3	7.3	7.1	5.5	8.4	6.9	7.0	6.9	8.3	11.6	14.4	13.0	12.7	12.8	13.6	19.3	3.8	2.1^	2.1	2.3
12.30- 1.00AM	TVU	24.9	14.2	14.9	14.6	12.7	15.3	14.6	14.2	14.9	15.7	17.1	18.6	19.8	18.6	17.9	17.5	19.0	8.8	6.3	3.6	3.5
A NAT'L LEAGUE CHAMP-GM-4(S)		14.1	8.2	6.3	6.0	5.4	7.2	5.8	5.9	6.0	7.4	9.9	13.0	11.8	11.7	11.8	12.7	16.7	3.6	2.0^	2.0	2.1^

102 PROGRAM AUDIENCE ESTIMATES (By Time Periods) — OCT.3-9,1988

DAY / TIME / NETWORK PROGRAM NAME		HOUSE-HOLDS	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
SUNDAY EVENING-LATE																						
11.00-11.30PM	TVU	50.0	31.6	35.2	34.0	35.6	24.2	36.8	31.8	33.9	34.8	35.2	36.0	26.1	37.0	34.2	34.3	35.9	36.4	37.1	23.4	16.2
A NAT'L LEAGUE CHAMP-GM-4(S)		16.2	9.9	7.6	7.1	7.2	5.2	9.1	6.5	7.0	7.2	7.3	7.2	9.6	15.1	12.6	12.9	13.5	13.6	13.7	6.8	1.9^
11.30-12.00MD	TVU	39.3	24.0	26.8	26.1	27.2	19.1	27.7	24.2	25.5	25.9	26.4	26.9	23.5	29.0	28.3	27.4	28.4	28.7	28.5	19.0	10.8
A NAT'L LEAGUE CHAMP-GM-4(S)		16.1	9.8	7.9	7.6	7.6	5.7	9.2	6.6	7.2	7.4	7.5	7.4	10.5	14.8	12.9	12.7	13.4	13.4	13.0	6.5	2.3^
12.00-12.30AM	TVU	31.2	18.2	19.9	19.7	20.0	15.7	20.5	18.9	18.9	19.0	19.4	19.6	22.6	22.8	23.7	22.3	22.8	22.7	21.7	14.4	8.1
A NAT'L LEAGUE CHAMP-GM-4(S)		15.5	9.3	7.3	7.1	6.9	5.7	8.4	6.9	7.0	7.0	7.1	6.9	11.2	14.4	13.0	12.7	13.3	13.3	12.8	5.6	2.1^
12.30- 1.00AM	TVU	24.9	14.2	14.9	14.6	15.2	11.8	15.3	14.6	14.2	14.4	14.7	14.9	18.4	18.6	19.8	18.6	19.0	18.8	17.9	11.3	6.3
A NAT'L LEAGUE CHAMP-GM-4(S)		14.1	8.2	6.3	6.0	6.1	4.9	7.2	5.8	5.9	5.9	6.1	6.0	10.4	13.0	11.8	11.7	12.2	12.2	11.8	5.2	2.0^

110 PROGRAM AUDIENCE ESTIMATES (By Time Periods) — OCT.3-9,1988

DAY / TIME / NETWORK PROGRAM NAME		HOUSE-HOLDS	TOT. PERS (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
SATURDAY MORNING																						
8.30- 9.00AM	TVU	20.6	10.5	6.6	7.3	7.6	5.1	6.9	8.6	9.7	7.5	12.2	5.2	28.8	33.1	24.3	28.9	28.8	33.5	23.9	33.1	24.2
A WINNIE THE POOH I		3.7	1.8	.9^	1.1	1.3	1.3^	.9	1.7^	2.4^	.9v	1.9^	1.5^	6.3	7.1	5.5	6.6	6.1	5.8	6.3	6.8	5.3
9.00- 9.30AM	TVU	24.4	12.7	9.2	9.1	9.6	6.2	8.4	11.5	12.2	10.7	15.0	8.1	33.5	36.8	30.1	35.6	32.1	36.3	27.8	37.3	26.7
A WINNIE THE POOH II		4.7	2.5	1.3^	1.4	1.7	1.6^	1.3	2.3^	3.1^	1.5^	2.8^	1.8^	6.6	9.6	7.6	9.9	7.7	7.8	7.6	9.6	5.8
9.30-10.00AM	TVU	26.9	14.5	12.5	10.6	11.8	6.6	9.5	15.1	14.2	16.0	19.9	10.5	36.8	39.1	34.3	38.2	35.8	38.9	32.6	40.4	31.0
10.00-10.30AM	TVU	28.6	15.6	14.7	11.9	13.1	7.8	10.3	17.6	15.6	19.6	23.0	12.5	37.1	39.4	34.8	39.3	35.6	40.0	31.1	39.2	31.9
10.30-11.00AM	TVU	29.1	16.1	14.7	12.5	13.3	10.3	11.1	19.9	19.3	20.6	24.4	15.7	35.9	38.5	33.2	36.8	35.2	38.8	31.6	38.1	32.2
11.00-11.30AM	TVU	29.1	16.1	15.4	13.1	13.5	12.1	11.8	20.5	21.3	19.7	26.4	14.9	31.8	33.6	30.0	33.4	30.7	32.5	28.8	31.0	30.4
11.30-12.00NN	TVU	29.4	16.3	16.0	13.4	13.4	14.8	13.1	20.7	22.6	18.7	24.7	16.9	29.1	30.0	28.2	32.5	26.8	27.3	26.3	26.9	26.7
12.00-12.30PM	TVU	30.4	16.8	15.8	14.7	13.8	16.8	15.1	20.8	22.4	19.2	25.1	16.8	23.9	25.9	21.9	25.5	22.8	24.2	21.5	22.1	23.6
12.30- 1.00PM	TVU	31.5	17.3	16.7	15.5	14.3	17.6	17.4	20.0	20.8	19.2	21.8	18.4	20.4	22.2	18.4	21.4	19.6	21.9	17.2	17.8	21.5
1.00- 1.30PM	TVU	31.9	17.5	17.2	16.2	15.4	16.0	18.1	18.3	20.7	15.8	18.5	18.1	19.1	21.2	16.9	20.5	18.1	21.8	14.3	16.7	19.6
1.30- 2.00PM	TVU	33.2	18.4	17.4	17.4	15.7	15.8	20.1	18.4	18.1	14.7	15.3	17.6	18.2	20.0	16.3	18.0	18.3	22.2	14.2	15.3	21.4